Dallas

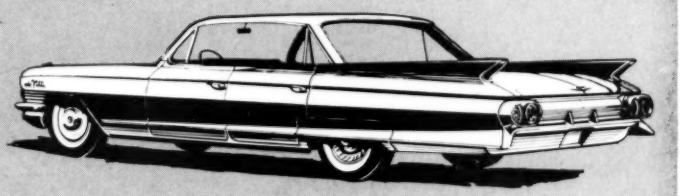
JANUARY • 1961



DOWNTOWN MASTER PLAN REPORT:

A Realistic Program for Orderly Growth

TOWN SEDAN BY CADILLAC



Headlining Lone Star Cadillac's 1961 line is this sparkling new shorter addition to the De Ville Series.

The new 1961 Lone Star Cadillac TOWN SEDAN is a magnificent example of Cadillac craftsmanship at its finest. Differing only in over-all body length, it features all of the unequaled qualities so famous with these other eleven Lone Star Cadillacs for 1961... Sixty-Two Coupe / Six Window Sixty-Two Coupe / Four Window Sixty-Two Sedan / Fleetwood Sixty Special Sedan / Sixty-Two Convertible / Coupe De Ville / Six Window Sedan De Ville / Four Window Sedan De Ville / Eldorado Biarritz / Fleetwood Seventy-Five Sedan / Fleetwood Limousine

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Dallas' Continental Inn attracts travelers immediately — thanks to McAx displays! Attractive wall displays — Motor Hotel, Pool, Restaurant — are engineered of *300 M.A. High Intensity Luminous Tubing!* Effective free-standing display boasts colorful internally illuminated plexiglas that denotes instant identification, with bright, moveable letters at the bottom to announce important notices. Let McAx custom-design displays *enhance your location — promote your trademark — deliver your sales message!* Call on McAx today!

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• ENGINEERS
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628 THIRD AVE., DALLAS

McAX



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Welcome to SCHILL STEEL COMPANY new distributor for OLIN ALUMINUM

Olin Aluminum takes particular pleasure in announcing the appointment of the Schill Steel Company of Texas and Oklahoma as its new distributor.

The Schill Steel Company, founded in 1929, is well known for its broad range of supplies, its extensive stocks and its up-to-date service equipment. With headquarters in Dallas and division warehouses in Dallas, Odessa and Tulsa, the Company is well prepared for immediate delivery throughout its service area.

A staff of 27 trained salesmen serve the entire states of Texas, Louisiana, Oklahoma, New Mexico and the southern part of Arkansas. These men are ready to offer you the best in materials, needs and technical advice.

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Symbol of New Standards of Quality and Service in the Aluminum Industry.

Olin

METALS DIVISION

400 Park Ave., N. Y. 22, N. Y.

Going for Grand Champion Beef at the . . .



CATTLEMEN'S
STEAK HOUSE

LIVEOAK AT HARWOOD IN DOWNTOWN DALLAS







A big favorite of Dallas Conventions and other gatherings, CATTLEMEN'S is ideally located between the Sheraton and Statler-Hilton Hotels in downtown Dallas. Its colorful Hostesses wearing cowboy western clothes with boots, spurs and carrying six-shooters, add much color and atmosphere, along with its 31 attractive waitresses, to your dining comfort. Lower left: The Branding Room, showing one of its two charcoal chimney broilers in its dining room with the 50-foot Lobby in the background. Lower right: The Sirloin Room, showing its two chimney charcoal steak broilers and steak display cases together with photographic murals of the Grand Champion Cattle of the State Fair of Texas. Phone Riverside 7-9131 for reservations, good food at reasonable prices, and excellent service, where your patronage is appreciated.

Dallas Pioneers



Established
1852 Caruth
Real Estate Investments

Established
1869 Padgitt Bros. Company
Leather Goods — Wholesale and Retail

Established
1872 Huey & Philp Company
Wholesale Hardware, Hotel and Restaurant Supplies & Equipment

Established
1874 Bolanz & W. C. (Dub) Miller
Real Estate and Insurance

Established
1874 Binyon-O'Keefe Warehouse Co.
"Moving, Household Goods, and Commercial Warehousing"

Established
1876 Trezevant & Cochran
Insurance Managers

Established
1885 Mosher Steel Company
Structural Reinforcing Steel and Machinery Repairs

Established
1889 Austin Brothers Steel Co.
Steel for Structures of Every Kind

Established
1892 The Egan Company
Printing, Lithographing, and Embossed Labels

Established
1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning, and Fur Storage

Established
1895 Rudolph's Mkt. & Sausage Fac., Inc.
Quality Meats



THIS almost rustic view of lower Commerce Street about the turn of the century contrasts sharply with its mass traffic and imposing skyline of the present day. In 1906, the Hesse Envelope Company began busines in Dallas in an upstairs location in this locale. This seven employee operation was the first mechanical envelope plant in the entire South. The upstairs level saved the firm from damage in the disastrous 1909 flood. The firm later moved to a building on Ross Avenue and about 1914 established a plant at the corner of Munger and Laws Streets that it occupied for many years. In 1947, Hesse Envelope Company moved to its present location at 3300 Commerce Street. Today the firm occupies 60,000 square feet of floor space in its four-floor plant. Its payroll numbers approximately 150 employees. Now in its Fifty-Fifth Year of operation, Hesse Envelope Company has one of the largest and most modern plants in the South for the volume production of all types of envelopes. In 1955, Sam Hubbard became President of the firm which continues to expand and keep up with the growing business envelope needs of the Southwest.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1899 Seay & Hall
All Lines of Insurance

Established
1900 The Murray Co. of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

Established
1901 First Texas Pharmaceuticals, Inc.
In Dallas Since 1903

Established
1902 Hunter-Hayes Elevator Co.
Passenger, Freight and Home Elevators

Established
1903 Republic Insurance Company
Writing Fire, Tornado, Allied Lines, Inland Marine, and Automobile Insurance

Established
1904 Burton & Wilkin
"Insurance Experience that Serves"

Established
1906 Hesse Envelope Company
Manufacturers of Envelopes and File Folders

Established
1905 Rubenstein & Sons, Inc.
Gulf Princess, Ready To Fry Breaded Shrimp
Lady Rite Shelled Pecans

Established
1910 Moser Co. Realtors
Industrial and Commercial Leases and Sales

Established
1911 Graham-Brown Shoe Company
Manufacturing Wholesalers

Established
1912 Stewart Office Supply Company
Stationers — Office Outfitters

Established
1914 Koch & Fowler and Grafe, Inc.
Consulting Engineers

CONTENTS THIS MONTH

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Chairman, Editorial Board

KATHERINE GAINES
Editor

THOMAS J. McHALE
Advertising Manager

LOIS MILLS DURDEN
Advertising Associate

LOUISE TATE
Advertising Assistant

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Dallas

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ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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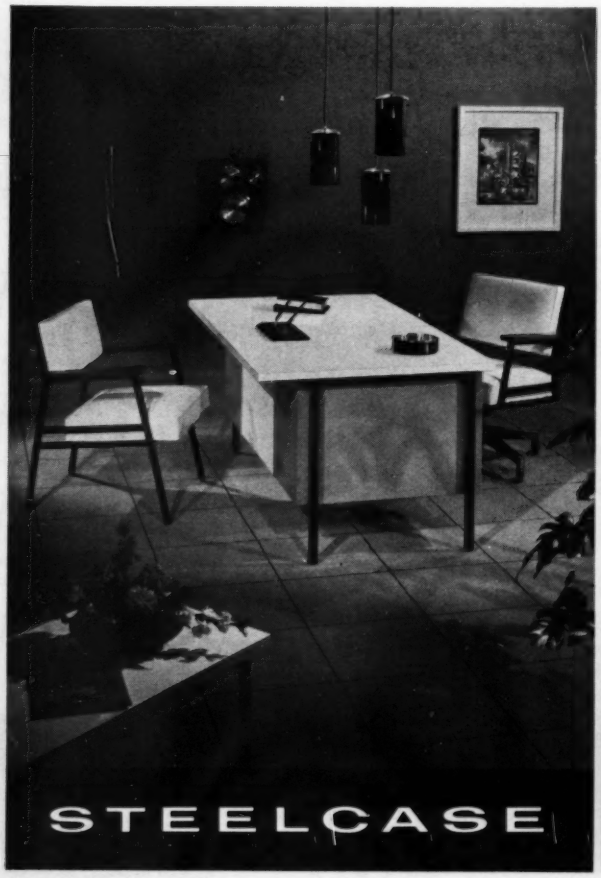
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Dealers for two of America's most distinctive lines of office furniture





"FOR BETTER LOOKING OFFICES"

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Inside DALLAS

Much of this month's issue is devoted to a long look at the highly important "Central District Report" of the City's Master Plan Committee. This article presents, in summary form, all proposals and future need requirements as outlined by the committee. It is accompanied by maps and charts that not only show present conditions but also illustrate the future needs and proposals.

*

Included in this report is an elaborate double-fold-out map of the downtown area showing the future thoroughfares, pedestrian-ways and transportation terminals. Measuring almost 1½ feet by 2 feet, this map represents a real technical achievement for DALLAS.

*

Recent decisions by the Railroad Commission of Texas will have a significant effect on future truck rates in Texas. A study of these decisions, with special emphasis on how Dallas shippers are affected, is presented in this month's issue.

*

Still another master plan was released last month, this one concerning Dallas Love Field. An article in this issue points out the significance of this plan to the entire Dallas Urban District.

*

On the cover is a map of Downtown Dallas, showing the thoroughfares and the downtown loop as proposed in the Master Plan Report.



During recent years the Southwest has developed more rapidly than any other area of the country. The Southwest Graphic Arts Industry has continued to parallel this growth.

before packing your bags...

and going elsewhere for your printing requirements — check with the local Graphic Arts Industry. Local printers, lithographers and engravers have invested in some of the finest equipment the trades have to offer. This equipment in combination with skilled craftsmanship affords your firm the highest quality of advertising production available anywhere in the country.

SOUTHWEST ADVERTISING & MARKETING | P. O. Box 6701 Dallas 19, Texas

FIRST NATIONAL BANK IN DALLAS

1ST IN DALLAS

STATEMENT OF CONDITION

December 31, 1960

ASSETS

Cash on Hand and Due from Banks		$275,420,210.81
United States Government Obligations	$144,438,009.56	
Public Housing Authority Obligations (Fully Guaranteed)	2,654,861.24	
State, County, and Municipal Bonds	32,325,426.21	179,418,297.01
Other Bonds		3,586,512.51
Stock in Federal Reserve Bank		1,800,000.00
Loans and Discounts		484,634,900.62
Income Accrued		4,073,546.32
Letters of Credit and Acceptances		7,166,458.97
Banking House and Equipment		7,990,728.28
Other Assets		2,154,061.41
		$966,244,715.93

LIABILITIES

Capital Stock	$ 26,000,000.00	
Surplus Fund	34,000,000.00	
Undivided Profits	9,022,363.01	$ 69,022,363.01
Reserved for Contingencies		9,773,441.06
Reserved for Taxes, Etc.		6,665,962.64
Deferred Income		2,723,330.42
Letters of Credit and Acceptances		7,166,458.97
DEPOSITS:		
Individual	$597,911,114.69	
Banks	260,790,234.83	
U. S. Government	12,191,810.31	870,893,159.83
		$966,244,715.93

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FIRSTMEN MOVE FAST! Officers of the First in Dallas head east . . . west . . . north *ahead of the news.* They bring to distant businessmen fresh forecasts on Southwestern business, plus special bank services that help speed transactions between remote home offices and their Southwestern branches.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALE MILLER'S

WASHINGTON REPORT



Rites of Democracy

Eight years ago this month the American people were embarking on their "Great Crusade" and today they are in quest of their "New Frontiers," and though it seems somewhat incongruous that the lofty aspirations implicit in the former should be symbolized by a mere Homburg, while the earthy adventurousness evoked by the latter should be characterized by an elegant silk topper, such paradoxes are by no means uncommon in the bland and serenely incomprehensible domain of practical politics. And, besides, whatever superficial differences might have been suggested by this contrast in headgear accouterments at the two Inaugural rites, there was reassurance in the observation that obeisance was paid to a tradition that is deep-seated indeed: striped pants were *de rigueur* at both.

In any event, the sturdy American system, that manages somehow to survive both foible and fate, underwent another major transition in January, just as it had experienced many other such transitions during the quadrennial cycles of the past. The transition this year was a dual performance, of course, a new Congress being organized on January 3rd and a new Administration being inaugurated on January 20th; and the multiplicity of events and personalities involved in both over a period of weeks comprised a continuing spectacle that was always interesting, sometimes exciting, frequently fascinating, and often significant. The Inaugural period constitutes an experience that would leave an average community limp with exhaustion, but there is a toughness indigenous to Washington that is resistant to fatigue, doubtless in the manner that repetitive exposures to a condition often develop an immunity to its effects.

The Congressional transition was neither as dramatic nor as significant as that in which the Administration was involved seventeen days thereafter, of course, since the transfer of authority was intra-party, both the 2nd session of the 86th Congress and the 1st session of the 87th having been in control of the Democrats. But there was a considerable turnover in membership, and material gains in the Republican contingent, particularly in the House. The new lineup consists in the Senate of 65 Democrats and 35 Republicans, and in the House of 262 Democrats and 175 Republicans, and while these Democratic majorities are substantial they are nonetheless smaller than those which existed in the Congress that expired.

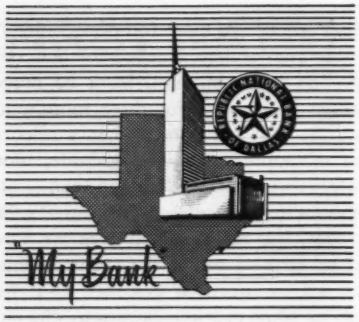
During the early weeks of the month the spotlight of attention was thus focused primarily on Capitol Hill, political realists being fully aware that despite the partisan nomenclature of both bodies the behavior of Congress would be determined in the last analysis by the coalitions that would develop over basic issues. As expected, little time was lost in arranging tests of strength. First to be disposed of were the rituals of swearing in the new members of Congress, among whom was William A. Blakley of Texas as a successor in the Senate to the Vice President-elect, and of observing the 79th birthday of the doughty Speaker of the House, and then each body plunged forthwith into its favorite early-session hassles — the House defending or attacking its powerful Rules Committee, which channels legislation to the floor, and the Senate upholding or denouncing its celebrated Rule 22, which sets forth the conditions under which limitations may be placed on debate.

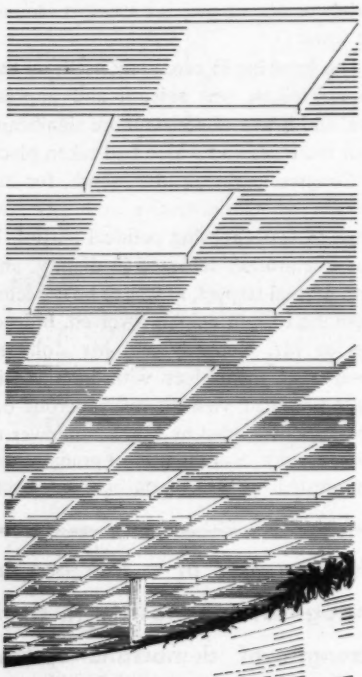
While these controversies were developing as anticipated on Capitol Hill, some feverish activity was in evidence elsewhere throughout the city as preparations were made for the induction into public office of two gentlemen who had been unemployed for weeks (and it is interesting to note in passing that promptly after their resignations from the Senate their staffs began answering their telephones, with impeccable correctness, "*Mr.* Kennedy's office" and "*Mr.* Johnson's office"). In due course they acceded to their new jobs and titles, but not, let it be noted, without ceremony. For three tumultuous days the city was immersed in a celebration of unprecedented magnitude, more visitors thronging Washington than at any previous time. Receptions, concerts, galas, parades, and balls satiated even the hardiest revelers — and if the GOP elephant was not as much in evidence as it had been on some previous occasions, the pink variety was by no means a stranger around the town.

The swearing-in ceremony itself, on the Capitol plaza, was solemn and impressive, and it was of course more significant than the transition which had taken place in Congress earlier in the month, for the transfer of administrative authority was between two opposing political parties. It was a transition achieved in dignity, and with mutual respect, as was to be expected from the four principals involved. Indeed, just as Mr. Kennedy and Mr. Johnson comported themselves with humility in their hours of victory, the generous cooperation extended by Mr. Eisenhower to his successor, and the utmost graciousness manifested by Mr. Nixon on every occasion, reflected great credit not only on themselves but on those millions of Americans who had entrusted them with public office.

The processes of a free people: Inaugural rites testify to basic strength of democratic system.

Many a foreign observer of the Inaugural ceremonies must have been somewhat mystified, and profoundly impressed, by the utter naturalness of this transfer of governmental power under the American system. It was no ordinary moment in history, for it marked only the second time in more than a quarter of a century that the reins of government had been passed from one political party to the other, yet the ease with which it was accomplished testified eloquently to the transcendent strength of a free people. Perhaps at no other times is democracy displayed so resplendently before the world, for despite the transitions it periodically undergoes it adheres to a continuity of purpose, giving meaning and understanding to the thought that a "Great Crusade" toward "New Frontiers" may be, after all, not two objectives, but one.







REPUBLIC NATIONAL BANK OF DALLAS

STATEMENT OF CONDITION

December 31, 1960

RESOURCES

Cash and Due From Banks	$ 312,578,873.71
U. S. Government Obligations, Direct and Fully Guaranteed	193,490,293.91
State, Municipal and Other Securities	23,913,520.61
Stock in Federal Reserve Bank	3,150,000.00
Loans and Discounts	585,328,330.32
Bank Building and Equipment	23,274,250.49
Customers' Liability on Acceptances	41,923,455.23
Other Assets	3,454,214.65
TOTAL	$1,187,112,938.92

LIABILITIES

Capital	$ 48,279,876.00	
Surplus	56,720,124.00	
Undivided Profits	4,386,017.37	$ 109,386,017.37
Reserve for Contingencies		15,084,012.38
Reserve for Taxes, et cetera		6,803,813.05
Acceptances — Outstanding		43,372,455.23
Deposits:		
Individual	$743,261,080.52	
Banks	246,296,669.68	
U. S. Government	22,908,890.69	1,012,466,640.89
TOTAL		$1,187,112,938.92

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS $105,000,000 ★ LARGEST IN THE SOUTH

8 Million Additional Square Feet of Office Space
6,000 New Apartment Units
50,000 Additional Off-Street Parking Spaces
725,000 Square Feet New Retail Stores

These Will Be Needed in Downtown Dallas By 1980, According to the . . .

DOWNTOWN MASTER PLAN REPORT

Downtown Dallas is the dynamic heart of an urban district of almost two million persons. Its financial institutions and other business enterprises exert a powerful influence on millions more. Within only 344 acres is the greatest concentration of financial, commercial, retail and service activities anywhere in the Southwestern United States. To this *Core Area* daily come over 100,000 persons to earn their livelihood. In a real sense, the entire Southwest depends on this one tiny geographic area for leadership in almost every field.

It is a healthy, growing downtown area today that other major cities envy. But this growth must have order and discipline. Insuring that the downtown area continues to grow—and, equally important, that the growth be orderly—is a top priority item for all Dallas. To guide this growth, Master Planners recommend:

A complete downtown freeway loop, with related new and improved thoroughfares through the Central District.

Improved public transit of all types, with emphasis on loading and unloading.

Greater heed to pedestrians and their needs.

More open spaces.

Reconsideration of zoning districts and regulations.

Improved methods for building services.

This realistic approach to orderly growth is given in "The Dallas Central District," the sixth in the series of Master Plan Reports from the Master Plan Committee of the City of Dallas.

It is a study that recognizes that during the decade just completed the downtown district of Dallas ranked as one of the fastest growing in the United States: more than seven million square feet of office space was constructed here; all major retail stores were expanded; banks, hotels and public buildings were constructed. The study points out that while downtown areas in most major cities throughout the nation were stagnating, that of Dallas was setting the pace for the area's growth.

But it also states emphatically that Dallas today has its problems, and that they require realistic and orderly planning — not only to correct mistakes of the past but also to insure that current growth continues, growth that will stimulate not only the Dallas Metropolitan Area and the Dallas Urban District but the entire Southwest.

Three factors make the Dallas report outstanding and contribute to its immediate acceptance by the Dallas business community:

1. This is a Dallas report, developed by Dallasites intimately associated with the City and its Central District; it is realistic in every sense.

2. The report contains no "absolute solutions"; it offers guidance both to city planners and to downtown property owners but maintains flexibility throughout.

3. The report outlines a program to be undertaken by not only the affected public agencies but the individual property owners as well, working together toward the objectives of this single plan.

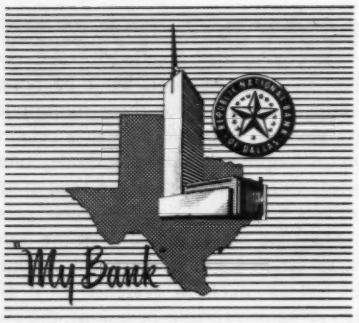
This report is the product of the Master Plan Committee, established by City Council Resolution on September 9, 1955, with D. A. Hulcy as chairman. Its purpose was to prepare a comprehensive master plan which would be realistic in terms of existing conditions yet still "have enough dream in it" to present a guide for future development.

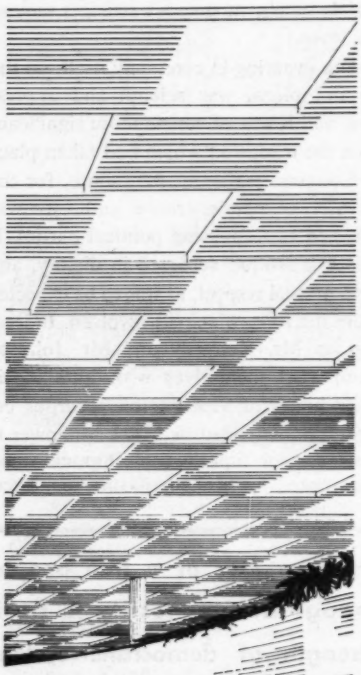
In addition to the members of the committee, special advisors assisted in developing the report. Among these were Lloyd M. Braff, John B. Dunlap, DeWitt Knapp, Robert Perry, Llewellyn Powell and Leon Tate.

The work of this committee is but the latest in a series of master plans which have guided the growth and development

COMMITTEE MEMBERS

The Master Plan Committee is composed of D. A. Hulcy, chairman; John E. Mitchell, Jr., Howell H. Watson, James W. Aston, T. C. Forrest, Jr., Avery Mays, Marvin R. Springer, Edmund J. Kahn, Ray E. Hubbard, Frank A. Hoke and Luther DeBerry.







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TOTAL	$1,187,112,938.92

LIABILITIES

Capital	$ 48,279,876.00	
Surplus	56,720,124.00	
Undivided Profits	4,386,017.37	$ 109,386,017.37
Reserve for Contingencies		15,084,012.38
Reserve for Taxes, et cetera		6,803,813.05
Acceptances — Outstanding		43,372,455.23
Deposits:		
Individual	$743,261,080.52	
Banks	246,296,669.68	
U. S. Government	22,908,890.69	1,012,466,640.89
TOTAL		$1,187,112,938.92

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS $105,000,000 ★ LARGEST IN THE SOUTH

8 Million Additional Square Feet of Office Space
6,000 New Apartment Units
50,000 Additional Off-Street Parking Spaces
725,000 Square Feet New Retail Stores

These Will Be Needed in Downtown Dallas By 1980, According to the . . .

DOWNTOWN MASTER PLAN REPORT

Downtown Dallas is the dynamic heart of an urban district of almost two million persons. Its financial institutions and other business enterprises exert a powerful influence on millions more. Within only 344 acres is the greatest concentration of financial, commercial, retail and service activities anywhere in the Southwestern United States. To this *Core Area* daily come over 100,000 persons to earn their livelihood. In a real sense, the entire Southwest depends on this one tiny geographic area for leadership in almost every field.

It is a healthy, growing downtown area today that other major cities envy. But this growth must have order and discipline. Insuring that the downtown area continues to grow—and, equally important, that the growth be orderly—is a top priority item for all Dallas. To guide this growth, Master Planners recommend:

A complete downtown freeway loop, with related new and improved thoroughfares through the Central District.

Improved public transit of all types, with emphasis on loading and unloading.

Greater heed to pedestrians and their needs.

More open spaces.

Reconsideration of zoning districts and regulations.

Improved methods for building services.

This realistic approach to orderly growth is given in "The Dallas Central District," the sixth in the series of Master Plan Reports from the Master Plan Committee of the City of Dallas.

It is a study that recognizes that during the decade just completed the downtown district of Dallas ranked as one of the fastest growing in the United States: more than seven million square feet of office space was constructed here; all major retail stores were expanded; banks, hotels and public buildings were constructed. The study points out that while downtown areas in most major cities throughout the nation were stagnating, that of Dallas was setting the pace for the area's growth.

But it also states emphatically that Dallas today has its problems, and that they require realistic and orderly planning — not only to correct mistakes of the past but also to insure that current growth continues, growth that will stimulate not only the Dallas Metropolitan Area and the Dallas Urban District but the entire Southwest.

Three factors make the Dallas report outstanding and contribute to its immediate acceptance by the Dallas business community:

1. This is a Dallas report, developed by Dallasites intimately associated with the City and its Central District; it is realistic in every sense.

2. The report contains no "absolute solutions"; it offers guidance both to city planners and to downtown property owners but maintains flexibility throughout.

3. The report outlines a program to be undertaken by not only the affected public agencies but the individual property owners as well, working together toward the objectives of this single plan.

This report is the product of the Master Plan Committee, established by City Council Resolution on September 9, 1955, with D. A. Hulcy as chairman. Its purpose was to prepare a comprehensive master plan which would be realistic in terms of existing conditions yet still "have enough dream in it" to present a guide for future development.

In addition to the members of the committee, special advisors assisted in developing the report. Among these were Lloyd M. Braff, John B. Dunlap, DeWitt Knapp, Robert Perry, Llewellyn Powell and Leon Tate.

The work of this committee is but the latest in a series of master plans which have guided the growth and development

COMMITTEE MEMBERS

The Master Plan Committee is composed of D. A. Hulcy, chairman; John E. Mitchell, Jr., Howell H. Watson, James W. Aston, T. C. Forrest, Jr., Avery Mays, Marvin R. Springer, Edmund J. Kahn, Ray E. Hubbard, Frank A. Hoke and Luther DeBerry.

of Dallas. Beginning with the Kessler Plan of 1910, through the Ulrickson Plan of 1927 and the Bartholomew Plan of 1943, Dallas has had a series of Master Plans developed for its future growth. The orderly growth of Dallas that has made it unique among major American cities is a tribute to the success of these earlier efforts.

Previous reports by the current Master Plan Committee have been concerned with thoroughfares, urbanization, parks and open spaces, problems of the Central District and past planning for the City of Dallas.

A single statistic points up the importance of the Central District to all residents of Dallas: in 1958 the 1.8 square miles of the Central District represented 0.67% of the total area of Dallas, yet accounted for about 25% of the total real and personal property valuation of the City. Thus, less than one per cent of the city's area contains one-fourth of the community's taxable valuation and enables other areas, particularly residential areas, to have a higher standard of tax-supported services and facilities than would otherwise be possible.

In addition to its importance in the tax picture, the Central District of Dallas contains the largest single concentration of commercial, financial, retail and service activities in the Southwest and is the largest single employer in the region. In 1958, a total of 130,000 persons found employment within the Central District, slightly more than one-third of all the employment of the entire four-county Dallas Metropolitan Area.

But there is something more here than facts and figures. The downtown area is the heart and soul of Dallas. Its skyline is the stunning symbol of progess for the entire region, and this tiny area creates the impression — either good or bad — that most visitors will take from Dallas. This is particularly important as the City lures more convention visitors. Without any special scenic features, Dallas must depend upon the quality and character of its man-made features to compete with the natural endowments of some other cities.

"The long-term welfare . . . of the entire urban area will depend upon how effectively new improvements . . . can be made to contribute to better organization, efficient function and improved appearance of the Central District," the report states.

The physical arrangement of the Dallas Central District, however, has been shaped by more than 100 years of land subdivision, building construction, street extension and widening, levee and bridge construction and utility development. The efforts to build Dallas, particularly in the early years, frequently lacked coordination. As a consequence, many of the problems apparent today of street alignment, jogs and variable right-of-way widths may be traced to the confused beginnings of those early days.

Compounding these difficulties is the fact that throughout the city's growth the focal point of the business and economic activity has remained virtually the same. While the role and function of this central area of Dallas have greatly expanded and changed with time, the physical pattern of circulation, building sites, access and service to buildings remains, with only minor alterations, as it was over 80 years ago. The solving of today's vehicular and pedestrian congestion and expansion of utility system must take place in the same basic street area where once the early one-to-six-story buildings were served by horse-drawn vehicles and street cars.

Against the background of these existing problems, the Committee sought to project future needs of the Central District and make the necessary recommendations "to assure that the Central District remains a vigorous and competitive factor in the over-all development of Dallas."

As a basis for all projections and recommendations ten "fundamental problems" were listed by the Committee:

1. The *basic street and block pattern* inherited from the past must be adjusted to create better building sites and more efficient access.

2. Provision must be made for efficiently handling the *increasing number of motor vehicles* seeking to enter the Central District and for terminating a high volume of vehicles in parking facilities before they penetrate the Central Core.

3. All *extraneous and non-essential vehicular traffic* must be diverted from the central area.

4. A *method of moving people* freely around the Core Area both as pedestrians and by transit conveyance must be developed.

5. Improved *methods of serving buildings* with delivery of goods, garbage pick-up and similar activities must be created which separate these functions from the movement of people in the Central Core.

6. Standards and guides must be created to direct both public and private investment in the central area toward building *more functional, modern and*

STREET CHANGES SINCE 1875



Lift up for map showing proposals.

lasting developments which recognize the changing role of downtown and the increasing intensity of the use of land in the area.

7. *Improved use of open space* as a functional part of building arrangements must be encouraged for both practical and aesthetic reasons, and asthetics should be considered as a valuable and essential feature of downtown.

8. *Standards of housekeeping and maintenance* must be adopted which will eliminate obsolete, unsightly and un-economic structures from the central area.

9. The various types of land use should be associated in appropriate arrangements through *zoning and similar regulations* so that the needs of each type may be more appropriately served.

10. Solutions to the various problems which confront the future development of Central Dallas must be capable of *adjustment* to changes as they occur and suitable for development by stages as need arises and as finances can be made available to carry out portions of the plans.

Here, then, is a summary of the "Future Needs" and "Proposals" as described in "The Dallas Central District, A Master Plan Report:"

THOROUGHFARES

It is estimated that the Central District street and freeway system will be required to accommodate daily by 1980 about 550,000 essential motor vehicle movements, plus the through vehicle movements which cannot be by-passed around the District. The by-passing of all vehicles with no essential purpose in the District is vital to the improvement of traffic conditions.

In the Central District the thoroughfare expansion will consist of completion of the freeway loop, elimination of certain jogs and off-sets to provide continuity to certain streets, improving arteries connecting to and serving the freeway loop, the possible elimination of some short non-essential streets and increased one-way operation.

The recommended system of streets and thoroughfares is shown on the accompanying fold-out map.

The north, south and east legs of the freeway loop still to be built are the most significant improvements recommended. The loop will provide a high capacity route for by-passing traffic around the District and will also provide a distribution route for traffic entering or leaving the District. *The completion of the loop system of freeways is essential if improvement in vehicular access and circulation in the Central District is to be achieved.*



Southland Center represents excellent use of open space in building development, according to Master Plan Report.

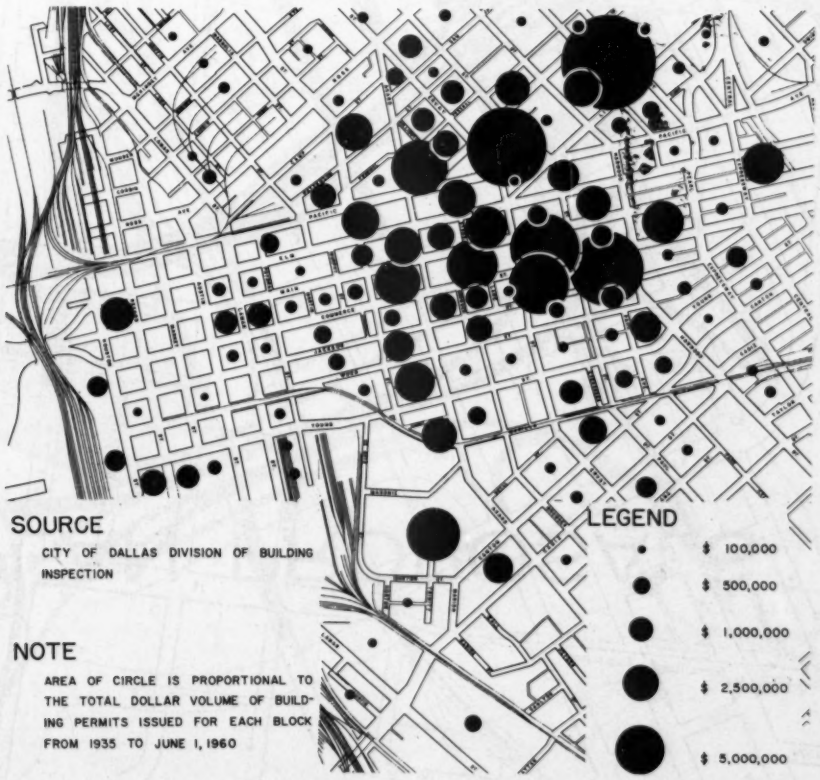
Proper interchange to the loop from local streets is essential, and three major proposals are made for improvement of streets to provide access to and from the loop:

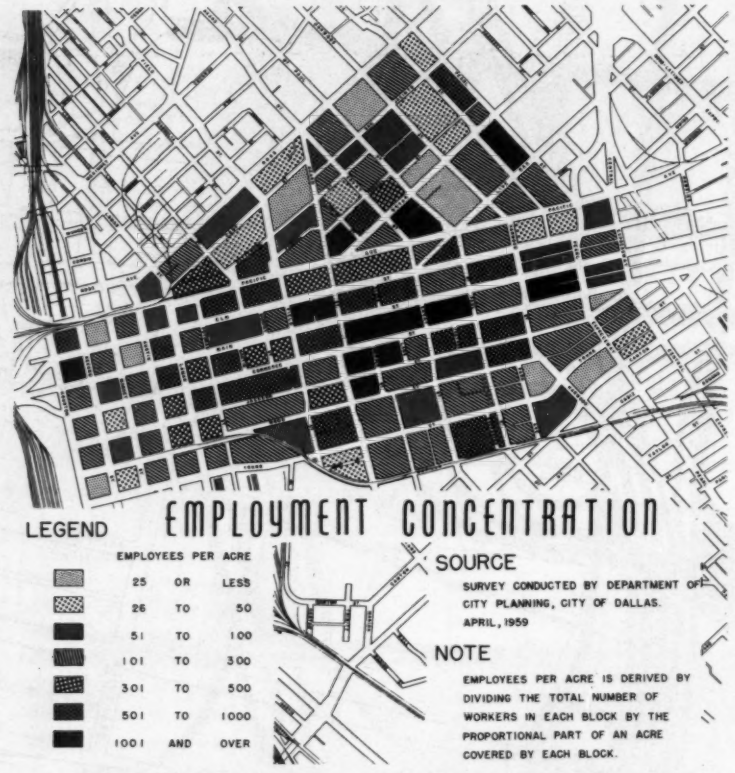
1. Extend St. Paul Street across the south freeway leg and connect with Ervay south of the freeway, with an interchange which would permit St. Paul and Ervay to function as a pair of one-way streets to and from the south freeway leg. These two streets would become the major mid-town north-south streets.

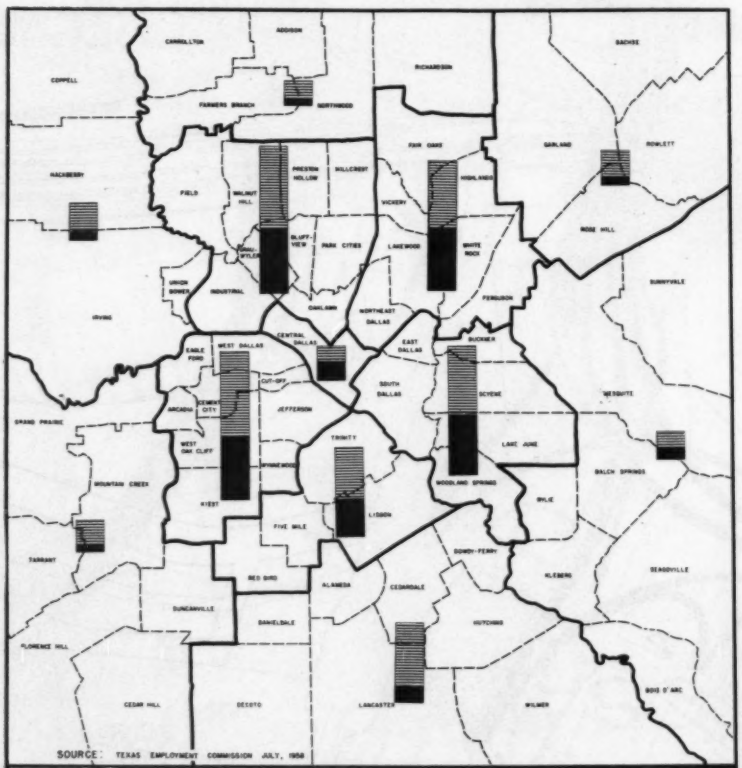
2. Extend and realign Griffin Street to create a north-south artery and to provide direct access to the freeway loop on both the north and south.

3. Convert Pearl Street as a divided roadway of six moving lanes from Live Oak to the north freeway leg, with ultimate extensions to McKinney and Cedar Springs. Functioning with Pearl and serving the freeway interchange would be Olive as a one-way street northbound and an extended Crockett as a one-way street southbound. It is also proposed that Pearl Street be connected to the Pearl and Preston surface segments of Central Expressway, with an overpass for the Pearl-Preston norhtbound extension between Live Oak and Pacific to eliminate traffic conflict with the southbound movements from Central.

BUILDING IMPROVEMENTS







A number of street jog eliminations, extensions and connections are recommended to improve vehicular circulation in the Central District and to correct problems created by the early uncoordinated planning. These are indicated on the large map accompanying this article.

Some of the recommendations, such as the Wood-Jackson Street connection and Desoto-Field Street connection, concern projects presently underway and others, such as the Ross-Houston Street Connection, deal with proposals previously made by the Master Plan Committee in the Thoroughfare Plan.

It is anticipated that expansion of the thoroughfare and freeway system will continue for at least 10 to 20 years.

PARKING

It is estimated that a total inventory of 90,000 parking spaces will be required in the Central District by 1980. Providing these parking spaces will require approximately doubling the present inventory of 47,980 spaces in the Central District. It must also be assumed that 9,428 curb spaces included in the inventory will have to be eliminated and replaced off-street.

It is therefore esimated that a minimum of 50,000 additional off-street spaces will be required by 1980.

SERVICE TO BUILDINGS

The complexity of the problem of service to buildings in the Central District requires that the solution be approached both on a short-range and a long-range basis. The short-range approach involves primarily regulation and cooperation by the merchants and building owners. The long-range solution consists of the construction of secondary access facilities either above or below the street or the placing of service facilities within new or remodeled buildings.

Despite the high-cost of tunnel construction, a system of service tunnels may ultimately be required in at least a portion of the Core Area. Utility changes or underground transit operation may eventually provide the necessary economic justification for tunnel development.

Outside the Core Area, new construction should provide adequate off-street loading facilities. Zoning ordinances should establish standards that will prevent new development from creating conflicts similar to those now existing.

The immediate approach to the problem is through improvement of loading regulations. Not all of the desired coordination between pedestrian and service use of the sidewalk can be achieved by mu-

cipal regulation, however. The merchants, building owners and truck firms themselves must recognize the problems involved in multiple use of sidewalk space and must be willing to cooperate to achieve more orderly and efficient use of existing facilities.

PEDESTRIAN CIRCULATION

Any successful solution to the overall Central District problem must provide improved facilities for pedestrian movement as part of the circulation scheme. Malls, arcades, plazas, improved sidewalks and elevated or depressed pedestrianways, carefully coordinated with other elements of the circulation and transportation system, should be an essential feature of downtown development.

It is emphasized that pedestrianways should be part of the circulation scheme and not carnival devices for focussing temporary attention on part of the Central District.

So long as the pedestrian, the most important person in the Central District, must compete for space with automobiles, trucks and transit vehicles and must suffer the inconvenience, hazard and delay which such competition entails, it is not likely that the function or appearance of the Central District can be improved. Three methods of improvement are recommended:

1. *Conversion of street space* to pedestrian use can be complete or partial. The combination of Federal, Stone and Browder Streets is recommended for conversion to pedestrianways as shown on the accompanying map. It is recommended that the portion of the pedestrianway between Commerce and Pacific be created first and that extensions be made gradually south on Browder to Royal providing access to Memorial Auditorium and north and east on Bullington and Federal to Pearl and the vicinity of Southland Center.

Partial conversion of street space to pedestrian use would be particularly significant on such narrow-walk streets as Ervay and Akard. Another form of partial conversion could be achieved on portions of such streets as Federal, Stone and Browder where some secondary vehicular access may be required but where from 50 to 100% of the street might be devoted to pedestrian circulation. Other streets which might be converted to pedestrainways under certain conditions include Lane, Record and Austin. Any conversion would depend on the nature of use of the adjacent property. It appears desirable that the initiative for such conversion come from adjacent owners rather the City and that the cost of such development be a private responsibility of adjacent owners or organized groups.

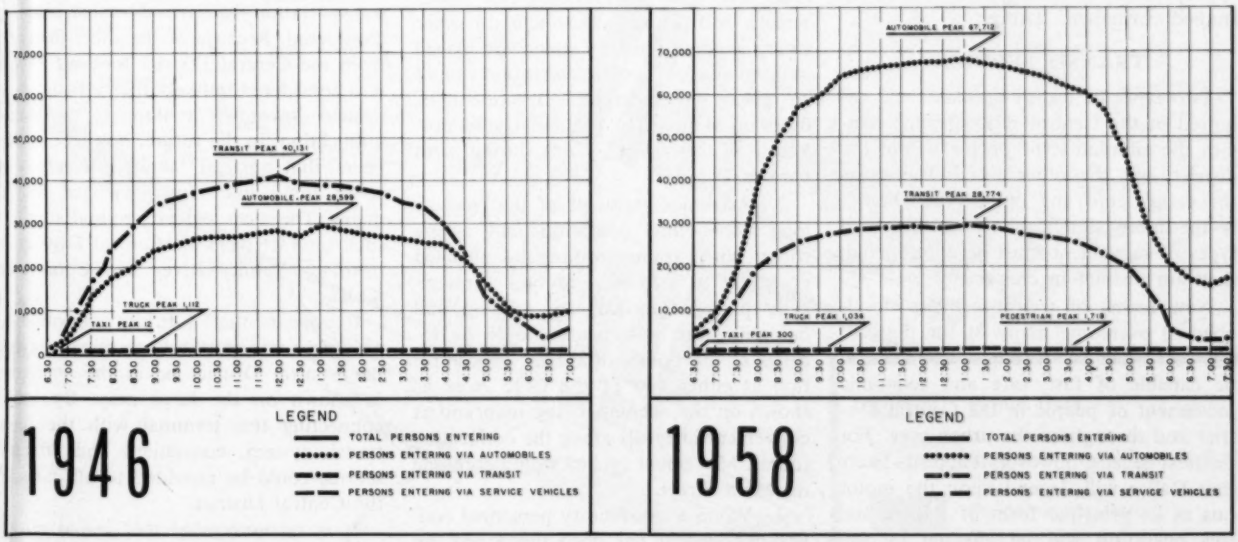
2. *Adequate sidewalks* are important to all other objectives listed in the report. It is proposed that reasonable minimum sidewalk space be required of buildings in the Central District.

3. *Separation structures* are a possible future solution. Since such change would require major changes in building operation and substantial reconstruction, it is probable that "double-decked" sidewalks will not likely be developed for from 10 to 20 years. Pedestrian overpass or underpass crossings might be used to eliminate conflict at certain points, and one form of separated crossing could ultimately be incorporated at certain crossings on the recommended pedestrianway.

The cost and problems involved in pedestrian underpasses or overpasses severely limit their use, and it is not likely that many will be created. The major gain in pedestrian area will be achieved by the conversion of streets to pedestrian use and by sidewalk widening in certain areas.

Ultimately, when transit and building service changes have been made and when thoroughfare improvements have been accomplished, Main Street may be converted to a pedestrian shopping area with appropriate landscaping and architectural treatment. Many other problems must be solved first, however, and it is recommended that no effort be made to convert Main Street into such a pedestrian-shop-

COMPARISON OF PERSONS ACCUMULATED - CENTRAL DISTRICT

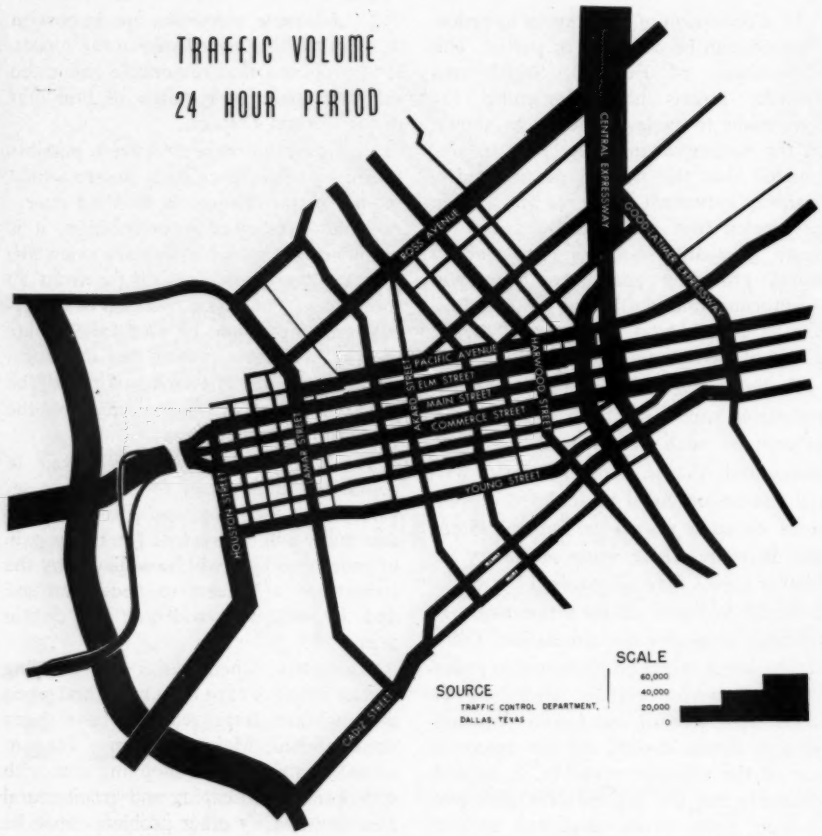


NOTE :

PEDESTRIANS, AND PERSONS ENTERING BY TRUCKS AND TAXIS ARE SHOWN AS ONE LINE. THE VOLUME OF EACH IS SO SMALL AND SIMILAR, THAT WHEN SHOWN INDIVIDUALLY, THE THREE LINES WOULD BE SUPERIMPOSED UPON EACH OTHER. THE 1946 CORDON COUNT TERMINATED AT 7:00 P.M.; THE 1958 CORDON COUNT TERMINATED AT 7:30 P.M.

SOURCE

CORDON COUNT TAKEN BY DEPARTMENT OF TRAFFIC CONTROL, CITY OF DALLAS IN 1946, AND CORDON COUNT TAKEN BY DEPARTMENT OF TRAFFIC CONTROL AND DEPARTMENT OF CITY PLANNING, CITY OF DALLAS IN 1958.



ping area until these changes have been made. It is further recommended that no attempts be made to create a temporary mall and that when the conversion of Main Street to a pedestrianway becomes appropriate, the change be of a carefully studied permanent nature.

TRANSIT SERVICE

Two types of transit operation are required in the Central District. One handles the circulation of people within the district, but the other which transports the people into and out of the District is the more significant. While the two types of movement must be coordinated, they are distinct in character.

New forms of transit vehicles developed to overcome many of the physical and cost problems of today's vehicles will be capable of fast, safe and economic movement of people in the Central District and throughout the urban area. For the next decade, however, it appears likely that Dallas will depend upon the motor bus as its principal form of transit, and this operation will be affected by improvement of the thoroughfare and freeway system.

In evaluating the arrangement of transit to serve the Central District it appears a combination of three systems should be considered. It is recommended that future changes be directed toward this arrangement:

1. During the period of development of the freeway loop, heavy transit remain on Elm, Commerce and Main Streets, with minor adjustment on other streets as more one-way streets are placed in operation. Serious consideration should be given to preferential treatment of buses on Main Street, particularly the provision of "bus-only" lanes during rush periods.

2. As major segments of the freeway loop come into operation and access routes shift, transit routing be changed gradually to a by-pass routing. Strategically placed treminals for loading and unloading bus passengers should be located at the points of transit concentration at either end of the Core Area as shown on the accompanying map and at convenient intervals along the connecting routes. Movement by bus would continue on Main Street.

3. When a satisfactory personnel conveyance system has been developed, an installation in Main Street should be considered to connect the two main interchange terminals located at either end of the core. The conveyance devices would replace buses on Main, Elm and Commerce Streets. The transit vehicles could then operate predominantly through the Core Area on Pacific, Bryan, Jackson and Wood Streets.

It is further recommended that transit as an element of the entire transportation system for the Dallas Urban District continue to be studied. As new growth expands the area and as travel distances increase, some new and improved form of rapid transit may be developed. When and if rapid transit is justified in the Dallas Area, it will likely use the existing and future freeway routes and railroad rights-of-way and can therefore be readily adapted to the arrangement of transit proposed.

TRANSPORTATION TERMINALS

As the Dallas Urban District becomes more heavily populated, the demand for inter-city movement can be expected to increase until a need will develop for rapid transit service between the urban centers. While this study does not attempt to determine the appropriate type of rapid transit, it does consider the arrangement of rail and freeway access to the Central District as it exists and may be altered.

The one point where rail and highway facilities are most closely associated is near the existing Union Railroad Terminal, which indicates that substantial advantage may exist in consolidating terminal facilities for inter-city and intra-regional rail and highway passenger transportation.

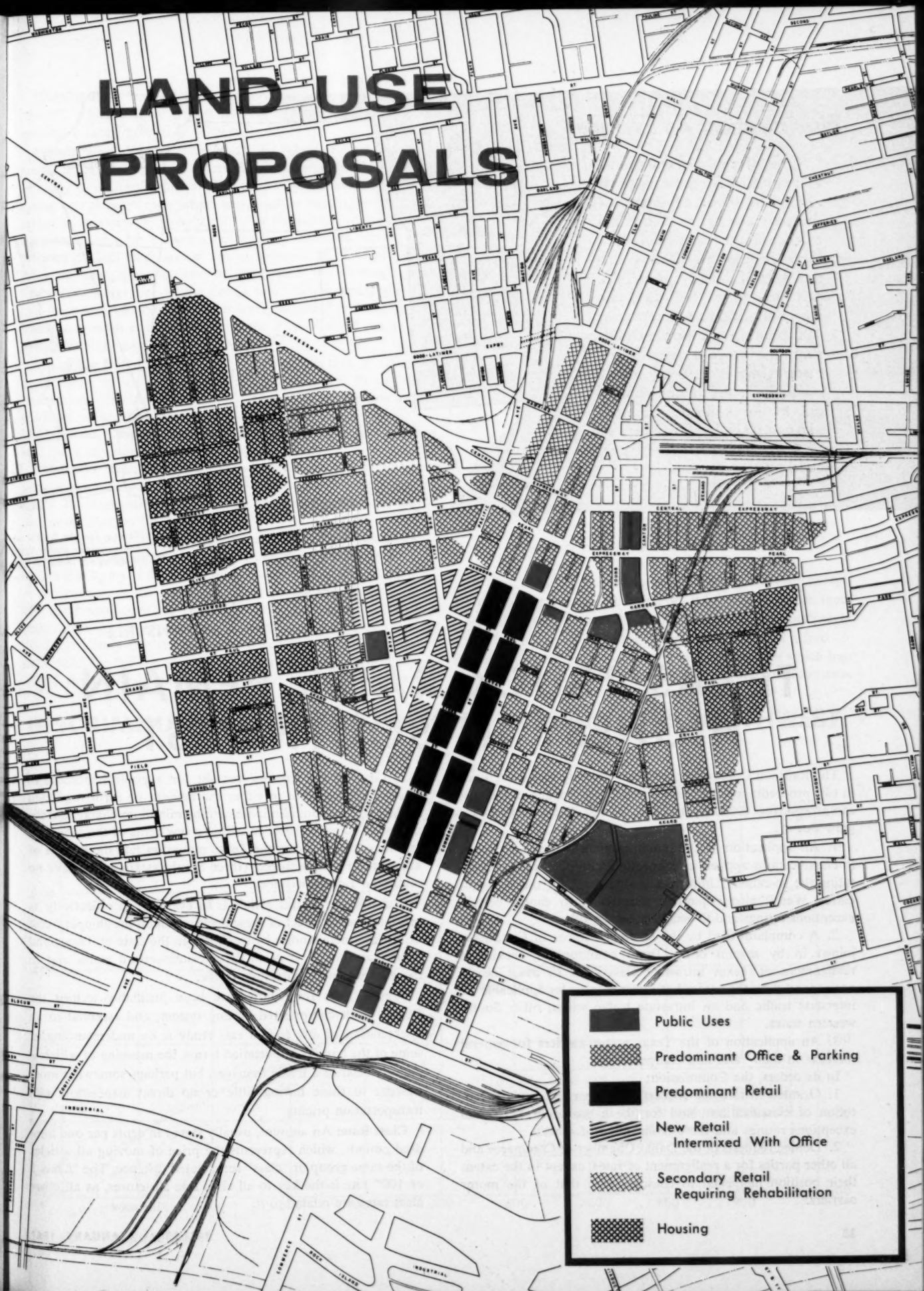
A third form of inter-city passenger transportation—air travel—must also be considered. Because of the short distance from the Central District to Love Field, it is considered unlikely that a heliport is needed downtown to improve this communication. In the future, however, it appears that vertical takeoff aircraft will serve some inter-city passenger movements. The most logical terminal area for such aircraft near the Central District is near the Trinity River and Commerce Street.

It appears that a future consolidated passenger transportation terminal serving the Central District be in this location, as shown on the large map. By interconnecting this terminal with the local transit system, convenient and efficient service could be provided to all parts of the Central District.

It is recommended that initial efforts be directed to the consolidation of rail and bus terminal facilities, freeing the streets of inter-city bus operation and placing this operation on the freeway system. The area needed for ultimate air

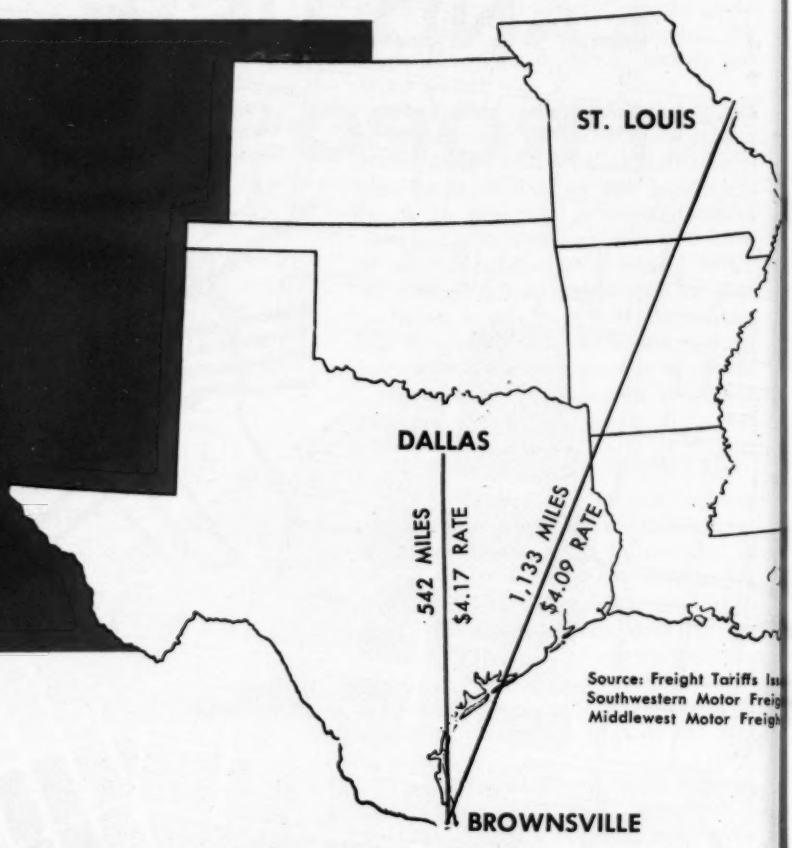
(Continued on Page 47)

LAND USE PROPOSALS



Discrimination: An Example

One of the more extreme examples of freight rate preference in favor of interstate shippers concerns shipments of carpeting. For a haul more than double the Dallas distance, a St. Louis carpet shipper may reach a Brownsville merchant at a rate 8 cents per 100 pounds less than a Dallas shipper. The rate disparity on carpeting is one of many inequities specifically pointed out to the Railroad Commission during the course of Chamber's complaint proceeding.



TEXAS TRUCK RATES REMAIN HIGHEST IN SOUTHWEST

The Railroad Commission of Texas recently issued decisions in two proceedings which have a significant impact on the cost of transporting goods by truck in Texas. These proceedings grew out of:

1. An application of the motor carriers to make a change in classifications applied in connection with class rates, substituting the so-called "Uniform Classification" for the "Classification West"; also requesting permission to cancel certain exceptions ratings and to establish certain others.

2. A complaint filed by the Dallas Chamber of Commerce joined in by several other Texas communities, seeking a realignment of Texas intrastate class rates to more nearly correspond with the somewhat lower rate scales applicable on interstate traffic and on intrastate traffic within other Southwestern states.

3. An application of the Texas motor carriers for general increase in their rates and charges.

In its orders, the Commission:

1. Granted in toto the request of the carriers for a substitution of classifications, and for the cancellation of certain exceptions ratings and the establishment of others.

2. Denied requests of the Dallas Chamber of Commerce and all other parties for a realignment of rates, except to the extent their position happened to coincide with that of the motor carriers.

3. Granted the carriers' request for a general increase in rates — although not in either the amount or form requested in their application; also increased the minimum charge and the minimum rate, the latter to within a few cents of the interstate minimum rate, making the Texas minimum rate the highest of any state in the Southwest (three Southwestern states have no minimum rate provisions).

The purpose of this article is to evaluate, as objectively as possible, the net effect of these decisions upon the shippers' cost of moving merchandise by truck within the state of Texas, and its relationship to costs in other Southwestern states and to those applicable to interstate traffic.

Freight rates frequently have been justifiably termed the world's most complicated pricing system; and essential to an appreciation of any freight rate study is an understanding of some of the basic transportation terms, the meaning of which is entirely clear to a traffic manager, but perhaps somewhat more obscure to those having little or no direct association with transportation pricing.

Class Rate: An amount, usually stated in cents per one hundred pounds, which represents the price of moving all articles of the same group or "class" for a stated distance. The "Class 1 or 100" rate is the key to all class rate structures, as all other class rates are related to it.

Classification: The book (in transportation language, the "tariff") which assigns articles moving in commerce to their respective rating groups or "classes."

Classification Rating: The group or "class" to which an article is assigned for the purpose of determining the class rate to apply to a given shipment. The class rate and classification rating complement each other, and must be used together to arrive at an assessable freight rate. For example, to determine the rate to apply for a shipment of washing machines moving a distance of 200 miles within Texas, it would be necessary to refer to the "classification" to find that the "rating" is Class 100. Reference to the "class rate" tables would show that the Class 100 rate for the distance indicated is $2.45 per hundred pounds, which would be the rate assessed for this particular shipment.

Exception Rating: As the name indicates, this type of rating is published as an "exception" to the classification. Its use in connection with class rate scales, however, is identical to the use made of a classification rating.

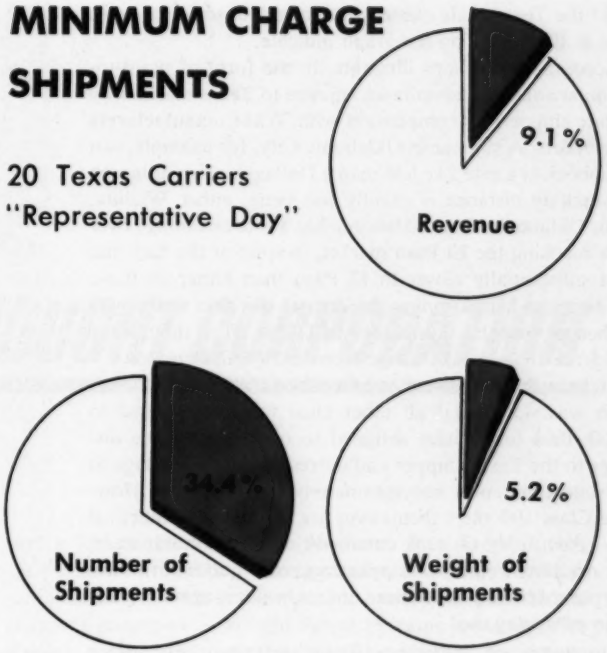
Minimum Charge: The lowest charge for which a carrier will move any shipment between any two points.

Minimum Rate: The lowest rate in cents per one hundred pounds at which a carrier will pickup and/or deliver a shipment (note the distinction between the minimum rate and the minimum charge).

Turning now to the maps, graphs and charts accompanying this article, it becomes possible to translate the Commission's orders into terms of their effect on Texas intrastate freight rates. A comparison of the curves on the graph showing Class 1 or 100 rates applicable on Texas intrastate, Southwestern interstate, and average of intrastate rates in adjoining states, demonstrates clearly that the rate scale which the Commission has prescribed for the use of Texas shippers in moving their goods within the state not only is much higher than the average of rates in all of the adjoining Southwestern states, but also, except for relatively short distances, is even substantially higher than rates applicable on interstate traffic throughout the Southwest. Thus, Texas can claim a distinction which it can ill afford — the anomaly of being the only state in the Southwest which has a scale of class rates intrastate that is higher than the interstate

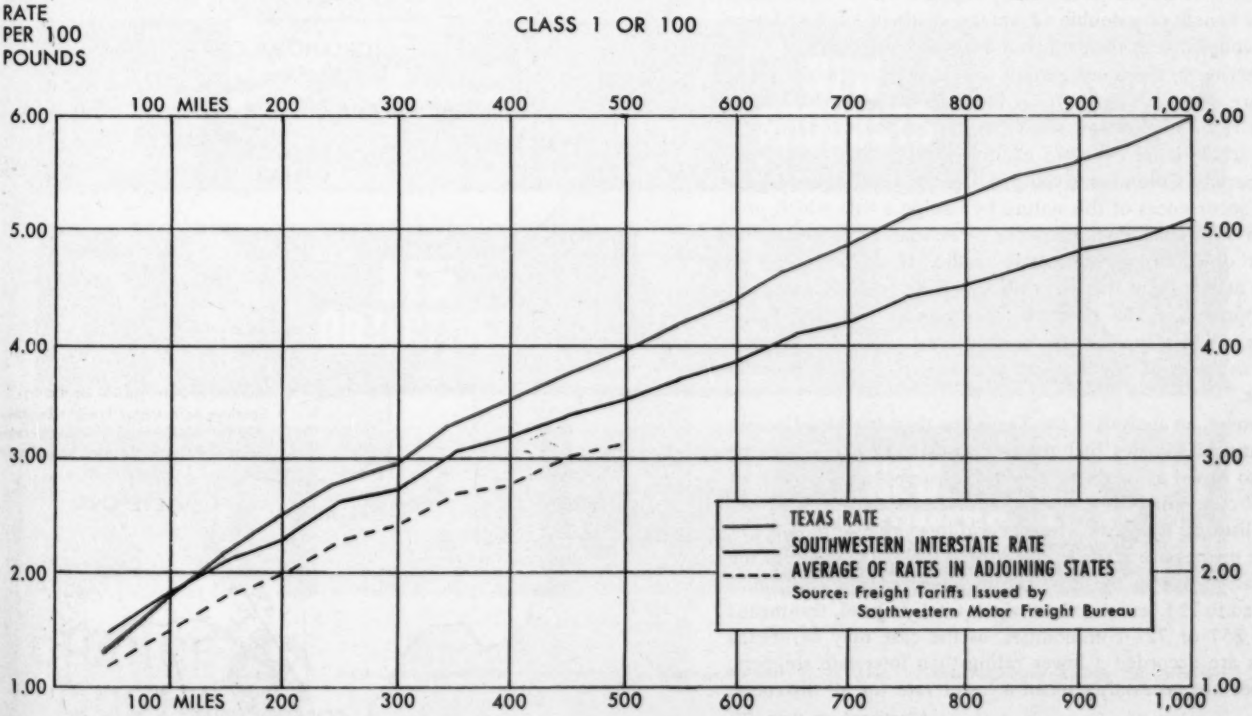
MINIMUM CHARGE SHIPMENTS

20 Texas Carriers
"Representative Day"



Source: Common Carrier Motor Freight Association

DISCRIMINATORY MOTOR FREIGHT RATES IN THE SOUTHWEST



scale; and the Texas scale exceeds the interstate scale for most distances as the curves on the graph indicate.

The accompanying maps illustrate, in the form of point-to-point comparisons, the advantages enjoyed to Texas markets by out-of-state shippers in competition with Texas manufacturers and distributors. A shipper in Oklahoma City, for example, can reach Lubbock at a rate 21¢ less than a Dallas shipper, although the rate-making distance is exactly the same; either Wichita, Kansas or Oklahoma City, Oklahoma has a rate advantage over Dallas in reaching the El Paso market, in spite of the fact that Dallas is substantially closer to El Paso than either of those cities; a Jackson, Mississippi manufacturer can ship to Orange, Texas cheaper than his competitor in Dallas, even though the distance from Jackson to Orange is some 28 miles greater.

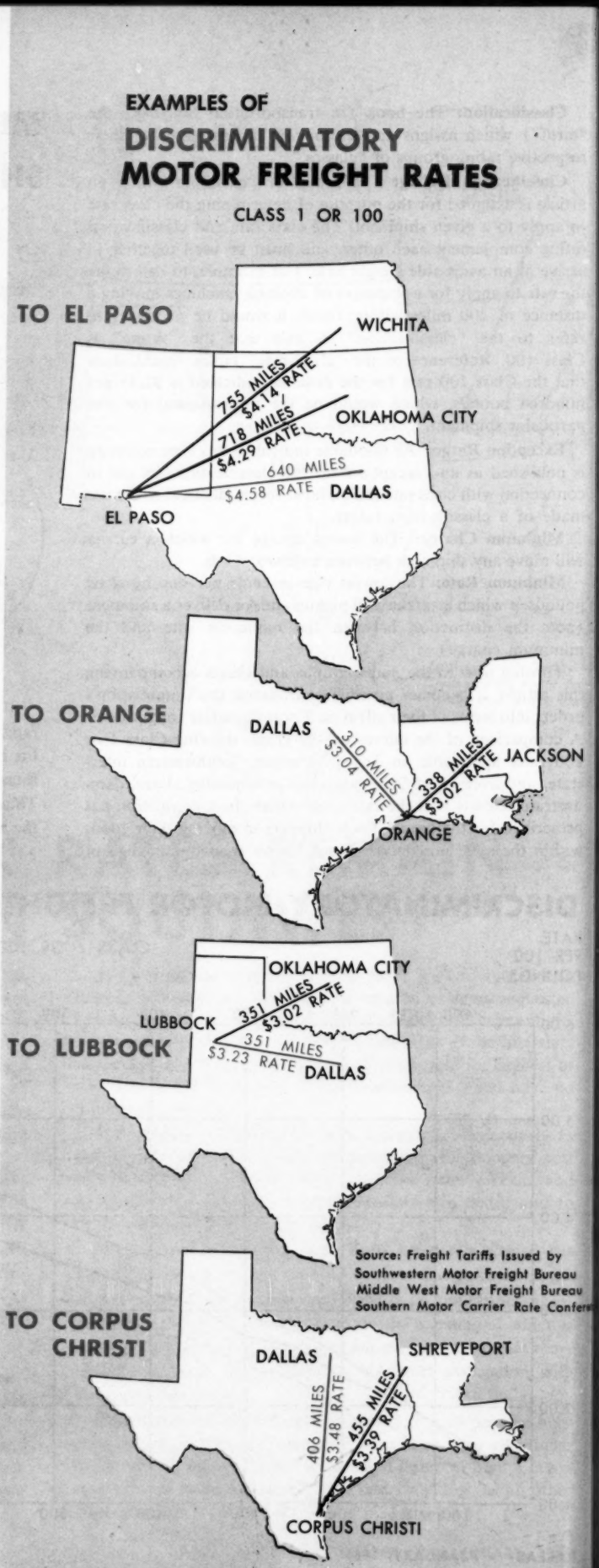
Throughout these comparisons the Class 100 rates are used. Earlier it was stated that all other class rates are related to Class 100; thus for articles assigned to other classes the disadvantage to the Texas shipper and corresponding advantage to his interstate competitor becomes merely one of degree. However, the Class 100 rates themselves are no mere hypothetical figures — they apply on such commodities as aluminum ware, washing machines, electrical appliances, case goods furniture, many types of office machines, and a wide range of other articles in every-day use.

The existence of numerous Texas intrastate exceptions ratings has been suggested as a factor tending to mitigate the discriminatory aspects of the relatively high Texas intrastate rate scale. Exceptions ratings, when published, are usually (but not always) lower than classification ratings. This contention requires a further look. In the first place, as shown by the graph previously discussed, the intrastate rate scales in other Southwestern states are so much lower than the Texas rates that a need for exceptions ratings similar to that in Texas simply does not exist. But these states are not free from exceptions ratings — all of them have some, and New Mexico in particular enjoys hundreds of them, some of which are even lower than Texas exceptions. Where this is the case, shippers within those states have the benefit of a double advantage, made up of their lower ratings coupled with their much lower class rate scales.

Furthermore, there are certain interstate exceptions ratings which are not available to Texas intrastate shippers. The comparative rates on carpeting shown on the map at the beginning of this article is an excellent example of this. The Louisiana Public Service Commission has protected its intrastate shippers against occurrences of this nature by issuing a rule which provides in substance that interstate rates shall be observed as maxima on Louisiana intrastate traffic. It is interesting to observe at this point that the railroads have recently indicated their approval of the principle of a similar rule for Texas shippers, while a spokesman for the motor carriers characterized it as "one of the biggest mistakes that could possibly be made."

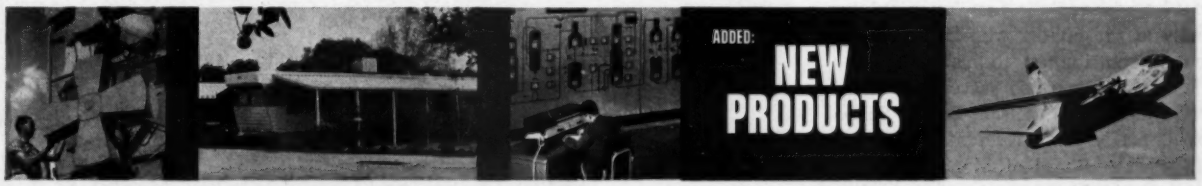
Moreover, an analysis of the Texas less-than-truckload exceptions ratings indicates that their beneficial effect may not be nearly so broad as might be commonly supposed. A check of the tariff containing these exceptions discloses some 1,500 commodity listings. Under the most liberal interpretation, only 857 of these listings are actually rated lower than the rating in the classification. Under the least liberal interpretation, this figure is reduced to 721, less than half of the total. In brief, this means that on 857 or 721 commodities, as the case may be, Texas shippers are accorded a lower rating than interstate shippers. This does not necessarily mean a lower rate for all distances,

(Continued on page 52)

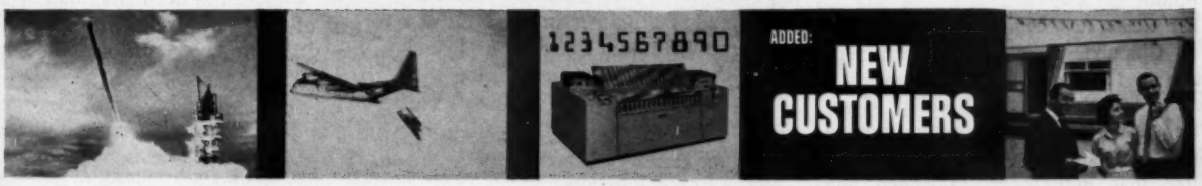


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Dallas Chamber Elects New Officers

Avery Mays, Dallas contractor and developer, was elected president of the Dallas Chamber of Commerce by the Chamber's Board of Directors. Mr. Mays had served as vice president of the organization for the past three years.

New vice presidents elected for one-year terms included Aubrey M. Costa, Robert B. Cullum and Fred O. Detweiler. Robert H. Stewart III was elected treasurer and Paul Carrington was re-elected national councilor.

In addition to serving as vice president of the Chamber, Mr. Mays has also been chairman of this body's influential Central Highway Committee for the past three years. He has been active in Dallas civic affairs for many years.

A native of Alabama, he was reared on a farm in Denton County and entered the lumber business when he first came to Dallas some 30 years ago. He has been connected with the building business ever since, going into construction and land development immediately after World II. He is president of Casa View Village, a shopping center in East Dallas and is owner of Avery Mays Company, a complete building service, and Avery Mays Company Realtors. He resides at 950 Kessler Parkway. A past president of the Oak Cliff Chamber of Commerce, Mr. Mays has also served as president of the Dallas Home Builders Association. In 1950 he received the first Hugh Prather trophy as the builder who had made the greatest contribution to his community.

Mr. Mays has also served two terms as vice-chairman of the Dallas School Board. He is past president of the Oak Cliff YMCA Board of Management. He serves on the Urban Renewal Committee of the City of Dallas and the Mayor's Master Plan Committee, and is a member of the Board of Directors of the Oak Cliff Bank & Trust Company. He is official Board Chairman of the Kessler Park Methodist Church and is president of the Board of Trustees for Methodist Hospital.

Mr. Costa, now beginning his third year as a Chamber director, has been very active in the organization, serving as a member of the Special Building Committee and Aviation Committee, among others. It was the Special Building Committee that initially recommended and then planned the move that brought the Chamber into its new and modern quarters in the Fidelity Union Tower.

A native of Corsiciana, Mr. Costa has been a Dallas resident for over 40 years. He is president of Southern Trust & Mortgage Company and Love & Costa Real Estate and is a partner in Love & Costa Insurance. He is also a director and member of the executive committee, Republic Insurance Company, and is a director of Allied Finance Company. He resides at 4518 Westway.

Mr. Costa is a member of the General Advisory Board, Federal National Mortgage Association, and has served as president of Mortgage Bankers Association of America, Texas Mortgage Bankers Association and Dallas Mortgage Bankers Association.

Mr. Cullum has been chairman during 1960 of the vital Lasso Club (Membership Committee) of the Chamber, the organization entrusted with the responsibility of enlarging the Chamber's membership and financial support. A lifetime resident of Dallas, he is a graduate of Southern Methodist University.

Mr. Cullum is president of A. W. Cullum & Co. and Tom Thumb Stores. He is a director of Dallas Power & Light Co., Great National Life Insurance Co. and

Avery Mays will head 1961 Chamber.





Fred O. Detweiler is new vice-president.

Middleton, Inc. He resides at 3517 Beverly Drive.

He has been very active in Dallas civic affairs, having served as president of Cotton Bowl Athletic Association, Salesmanship Club, SMU Alumni Association and Dallas Country Club. He is a director of the State Fair of Texas, Dallas Council on World Affairs, Dallas Zoological Society, Circle 10 Boy Scouts of America and a number of other groups. He serves on the SMU Board of Development and as a member of the Advisory Committee of the Salvation Army.

Mr. Detweiler, president of Chance Vought Corporation, came to Dallas in 1949 with the relocation of Chance Vought Aircraft from Connecticut. He is a native of Granville, Ohio, and a graduate of Denison University.

He is a member of the National Conference Board and is on the board of governors national Aero-Space Industries Assn. In Dallas, Mr. Detweiler serves as a board member of Texas Bank & Trust Co., Southwestern Life Insurance Co. and Dallas Power & Light Co. He is also a member of the Southwest Advisory Board of Liberty Mutual Insurance Co. He resides at 6146 Desco Drive.

Mr. Detweiler is chairman of the University of Dallas Advisory Board and is on the boards of the Greater Dallas Council of Churches and Presbyterian Hospital.

The new Chamber treasurer was elected just this year as president of the First National Bank in Dallas. At 35, Mr. Stewart is one of the nation's youngest presidents of a major bank. A lifetime resident of Dallas and a graduate of Southern Methodist University, he has become very active in Dallas civic affairs.

During 1960 he served as campaign chairman for both the County Red Cross drive and the Muscular Dystrophy Assn. He is a director of Dallas Citizens Council, Dallas Symphony Orchestra and Central Business District Association. He is also director of Allied Finance Co., Republic Insurance Co., Southwestern Life Insurance Co., Dallas Hotel Co. and Gifford-Hill & Co. He resides at 4626 W. Lindhurst.

Mr. Carrington, a prominent Dallas attorney, has served as national councilor of the Chamber for a number of years. A past president of the Chamber, he has also been president of the Texas Association of Commerce and the East Texas Chamber. Now president of the Texas Bar Association, he has served as national councilor for both the Boy Scouts of America and YMCA. He resides at 6315 Lupton.

Earlier this month, the Chamber membership elected seven new directors to the Chamber's Board for three-years. New Board members include Henry C. Beck, Jr., president, Henry C. Beck Company; Lloyd S. Bowles, president, Dallas Federal Savings & Loan Assn.; Mr. Detweiler; W. W. Overton, Jr., chairman of the board, Texas Bank & Trust Company, Elgin B. Robertson, president, Plastics Manufacturing Company, John M. Stemmons, president, Industrial Properties Corporation, and Mr. Stewart.

Other members of the Board are James W. Aston, J. D. Francis, Dr. James Gill, E. B. Germany, S. T. Harris, Herbert L. Nichols, Charles A. Sammons, Lee D. Starr, Harry J. Strief, Jr., C. A. Tatum and L. W. True.

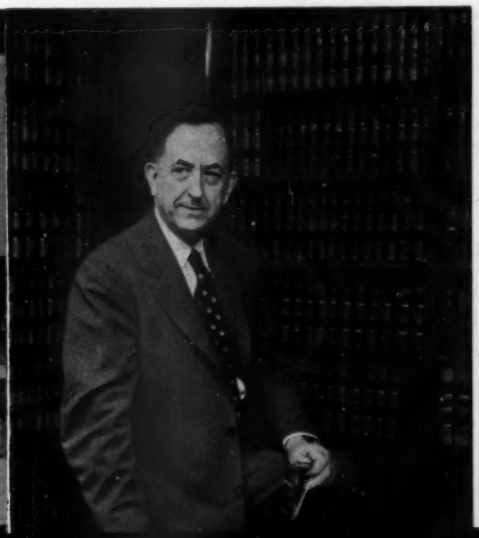


Robert B. Cullum (left) and Aubrey M. Costa are among three new vice-presidents.

rt H. Stewart III named treasurer.



Paul Carrington re-elected national councilor.



New Runway to Double Love Field's Capacity

Engineering plans are being drawn, and construction contracts are scheduled to be awarded in March, for a second instrument runway at Dallas Love Field which will make the airport's runway system fully adequate to handle all airline traffic which can be reasonably expected at Dallas during the next 20-25 years.

The new instrument runway, to be constructed on the Denton Drive side of the airport, will be aligned parallel to the present instrument runway, and will be built to a length of 9,400 feet. The parallel runways will have a separation of 2,975 feet.

With related improvements, including expansions of terminal facilities, the Dallas airline airport can be expected to meet present and prospective demands, including a substantial volume of general aviation activity as well as the requirements of Dallas' scheduled airline services, through the 1980-'85 period, at least.

All phases of the Dallas Love Field Master Plan improvements will be financed by revenue bond issues, supported by the net operating revenues of the airport. In the judgment of financial experts, the earnings record of the Dallas airline airport will permit favorable marketing of such revenue bonds.

The decision to proceed immediately with construction of the second instrument runway was based upon a comprehensive re-evaluation of the Dallas Love Field Master Plan, made for the City of Dallas by James C. Buckley, Inc., of New York, Industrial and Transportation Consultants. The Buckley organization has served the City of Dallas, in airport evaluation and planning assignments, since 1951; and has been consultant to the city and Chamber of Commerce in the Dallas air service development program since 1952.

The basic soundness of the Dallas Love Field Master Plan, originally adopted in 1945, and modified in subsequent studies in 1947, 1952, is attested by the fact that the recommendations developed in the Buckley organization's new study are for refinements rather than revisions in the Master Plan. Basically, these refinements relate primarily to improvements which have always been contemplated in the Dallas airport master plan, and which are now being fully defined.

Immediate construction of the parallel instrument runway is the only recommendation from the Buckley Master Plan study upon which the City of Dallas has taken any action to date.

Still to be evaluated and acted upon are other Buckley recommendations relating to expansion of terminal facilities, future construction of an additional air freight terminal, possible construction of a supplementary passenger terminal, and various other improvements, based upon the future needs projected in the consultant's study.

The Dallas Love Field Terminal, activated in January, 1958, was located at its mid-field site to permit the construction of the second instrument runway as now ordered. Aircraft will be able to operate between the terminal and either instrument runway without any cross-traffic. An aircraft will be able to land on one runway simultaneously with another aircraft's takeoff on the parallel runway.

The Buckley organization's report emphasized:

"The capacity of a parallel runway system at Love Field can reasonably be expected to be 100 or more aircraft movements per hour under Visual Flight Rules conditions, and 70 to 80 movements per hour under Instrument Flight Rules conditions. In terms, therefore, of capacity of the landing area, it does not appear that airline airport requirements are likely to grow beyond the capacity of Love Field."

After careful study of the runway length requirements for present and prospective turbo-jet aircraft, taking into consideration the stage lengths of scheduled air services which might be offered at Dallas, the Buckley study recommended that the new instrument runway be constructed as contemplated in the Master Plan. The 9,400-foot length for the new runway meets the Buckley recommendations.

The consultants' report recommends that for subsequent action, the City resurface the present northwest-southeast runway and extend it 1,050 feet to provide certain operational advantages for the airlines. This would be done after the new runway is completed.

With regard to runway length, the Buckley report stated:

"Insofar as the turbo-jet aircraft now flying or in reasonable prospect be concerned, their requirements at Dallas from the standpoint of runway length are well within the capability of Love Field."

Of major interest to Dallas are the consultants' conclusions as to the future air traffic demands at the city's airline airport:

Enplaned air passengers at Dallas Love Field may be expected to increase at the following rate:

Year		Enplaned passengers
1959	(actual)	1,177,539
1965	(prospective)	1,500,000
1970	"	1,950,000
1975	"	2,400,000
1980	"	2,900,000
1985	"	3,400,000

Total annual scheduled departures (airline service) at Dallas Love Field may be expected to increase at the following rate:

Year		Scheduled departures
1959	(actual)	63,095
1965	(prospective)	57,500
1970	"	65,000
1975	"	70,500
1980	"	72,500
1985	"	75,500

The Buckley study also forecasts that air cargo enplaned at the Dallas airport will increase from 19,191 tons (actual) in 1959, to 55,000 tons by 1970, and to 97,000 tons by 1980.

These estimates of Dallas' future year airline airport traffic volumes were necessary in order to test Love Field's capabilities against the projected demands. The tests also involved exhaustive studies of wind and weather data, to include these elements, as well as traffic requirements, in measurement of the landing



area's ability to handle Dallas' projected air transportation needs.

Detailed wind and visibility analyses were made to determine the usability of each Love Field runway for landing and take-off in each direction, both for transport-category aircraft and also for non-airline civil aircraft. It was determined that for airline aircraft which are able to tolerate a crosswind component of 17 knots (20 MPH), the existing northwest-southeast (instrument) runway will provide 99.3% wind coverage on an annual basis under all-weather conditions, with all months having coverage of more than 98.6%.

Estimated peak hour requirements at Dallas Love Field were based on the following forecasts of passengers and aircraft movements:

Year	Peak-hour passengers (enplaning/deplaning)	Peak-hour aircraft movements
1965	1,500	39
1970	1,950	44
1975	2,400	47
1980	2,900	49
1985	3,400	51

The forecasts of scheduled departures and peak-hour aircraft movements recognize the greater seating capacities of turbo-jet transports, as compared with piston engine aircraft. In May, 1960, turbo-jet aircraft accounted for 7.8% of the total scheduled departures which the airlines provided at Dallas Love Field; turbo-prop aircraft accounted for 14.5% of the departures; and reciprocating engine aircraft accounted for 77.7%.

The Buckley study forecasts a need for a total of 40 aircraft loading positions by approximately 1975, and of 52 positions by 1985.

The report points out that, in the Buckley organization's judgment, changes in aircraft operating capabilities may eliminate the necessity of the north-south runway; and that it might be advisable for the city to constantly evaluate its usefulness. When the need for the north-south runway no longer exists, the elimination of this runway would expand the usable terminal area, and provide more ground space for additional gate positions forecasted to be needed by 1985. The city intends to evaluate this recommendation constantly for planning purposes, but no short term action is contemplated.

The Buckley study reports needs for a number of expansions of terminal facilities in the short-range future, including:

Extension of the ticketing wing by 65 feet, to provide a total of 415 lineal feet of ticket counters.

Extension of the baggage reclaim wing by 30 feet, to provide a total of 150 lineal feet.

Ground-level extension of the automobile parking lot, with future increases in parking capacity to be obtained by second-and third-level decks on the present parking lot.

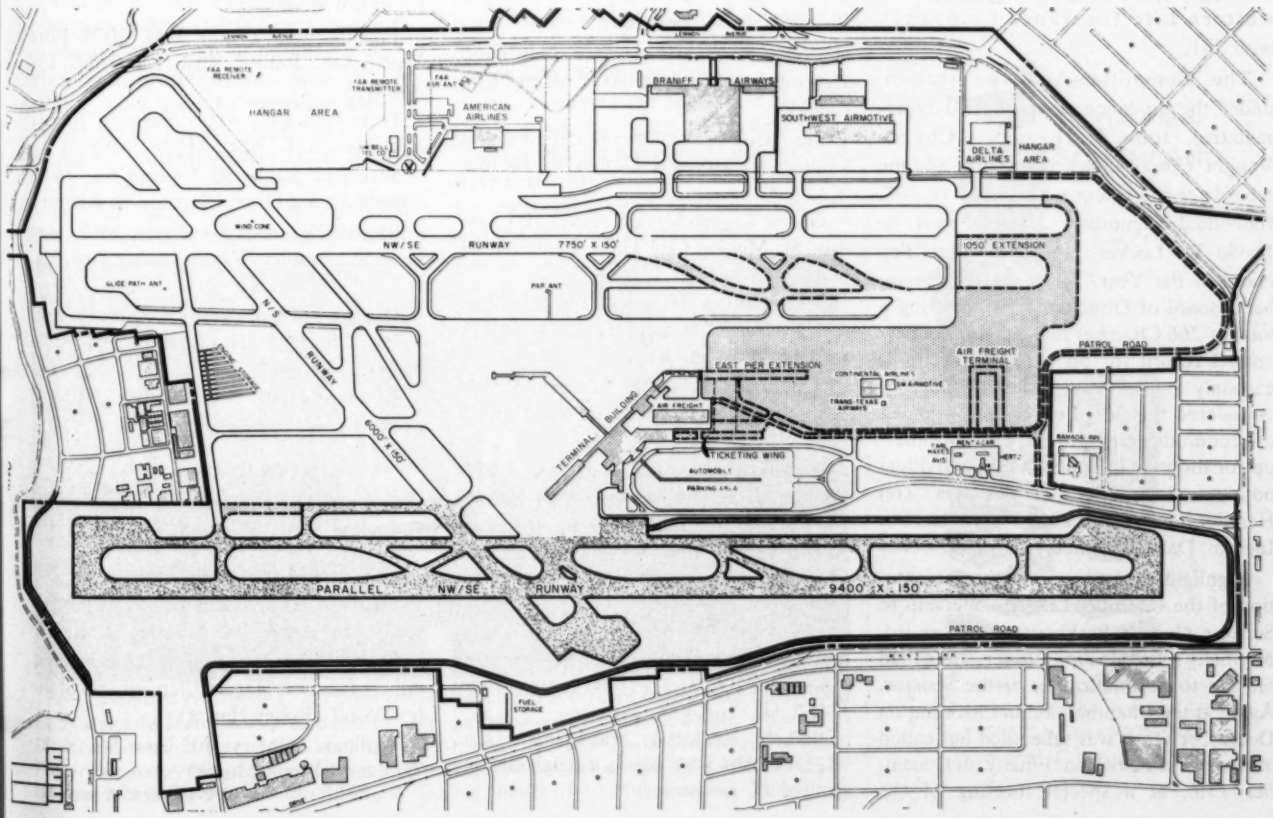
Construction of a relatively small building to provide interim facilities for the Federal Inspection Agencies required for international schedules with Mexico and other foreign services.

Provision of "storage" or "holding" areas for both taxicabs/limousines and rental cars in convenient locations at the present terminal.

It also recommends revision of the City's airport zoning ordinance to provide full protection for the planned parallel runway, as well as for the existing runways.

In the intermediate period contemplated under the Master Plan, the Buckley study recommends that a supplemental terminal be constructed near the southeast end of the ticketing wing of the present terminal. Such a supplemental terminal building would provide ticketing and baggage reclaim facilities for the additional

(Continued on page 43)



Committee Sponsors 2609 Memberships

At the end of December, the Membership Committee, under the leadership of Chairman Robert B. Cullum, a Director of the Dallas Chamber, had sponsored a total of 2609 memberships against their quota of 2300 set in January, 1960. 1960 was the third highest year on record in sponsoring Chamber members and the eighth consecutive year the committee made its goal.

The number one President Potter Trophy was won by section #4 (Vice-Chairman James C. Henderson, Jr., New England Mutual Life Insurance Company) with a total of 477 memberships. The second place trophy went to section #7 (Vice Chairman Charles J. Barrett, Jr., Jack Wyatt Company) with 345 memberships, and the third place trophy was won by section #2 (Vice-Chairman James L. Cauthen, Federal Reserve Bank) with 269 memberships. Honorable mention for fourth place went to section #5 (Vice-Chairman Dawson Sterling, Southwestern Life Insurance Company) with 241.

The Committee-At-Large section, under the guidance of its elected representative, John J. Hospers, (Chance Vought Corporation) set a new all-time record for the group with a total of 807. Individual committee honors went to David D. Locker, who won the "Top Hand of the Year," given by the Chamber's Board of Directors, by sponsoring a total of 266 Chamber memberships, a new annual record for an individual. This is certainly outstanding, when it must be considered that Mr. Locker only rejoined the committee on April 14, 1960. Runner-up for the year for outstanding individual honors and the individual who was "Top Hand of the Year" in 1959 was Richard C. Ingram, Dallas Chamber, with 189.

Highlight of the year was the presentation of the Chamber Life Membership to Senator George Parkhouse. This award, originally scheduled in October, was called off due to hospitalization of the Senator. Again at the Chamber Annual Meeting on December 6th it was scheduled but called off for the same reason. Finally on December 15th, at a special meeting of the Chamber's Board of Directors, President Potter presented the Senator and Mrs. George Parkhouse his Life Memberships in the Dallas Chamber, won by sponsoring 100 or more memberships in twelve consecutive months.

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in thanking the following veteran members, who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Goodbody & Company, Vaughn Building, Hugh Dunlap, Leon Wassall, Merrell Hartman, (Buddy Ragley)

Marriott Motor Hotel, Stemmons Freeway, William Kirk, J. W. Marriott, Jr., L. G. Carter, Rex Johnson (Richard C. Ingram)

Sparkman Funeral Home, 2116 Ross Avenue, Louis N. Sparkman, G. W. Christian, (Roger Harris)

New members of the Dallas Chamber of Commerce are as follows:

Service

Frank H. Abel Co., 4115 N. Central Expressway; Frank H. Abel (James Cauthen)

Bio-Assay Laboratory, 3535 Fairmount; Clinton H. Howard (James C. Henderson, Jr.)

Garza Travel Service, S.A., 106 Londres St. Mexico City D.F.; Edmundo M. Garza (Richard C. Ingram)

Metropolitan Technical Institute, Inc., 402 N. Good Latimer; Hampton Rutherford (John S. Smith)

American Marketing School, 1810 N. Industrial Blvd.; Russell H. Scott (E. S. Parr)

Anderson Chemical Co., Inc., 1511 Dragon; J. W. Anderson (Floyd Mayse)

First Presbyterian Church, 408 Park Avenue; Dr. Thomas A. Fry, Jr. (Richard C. Ingram)

Real Estate

L. P. Baker Real Estate, 4922 Gaston Avenue; Mrs. L. P. Baker and Floyd Patraf (E. S. Parr)

Blakely Realty & Management Co., 3525 Turtle Creek Blvd.; Raleigh Blakely (David D. Locker)

David McMinn & Associates, 207 Empire Bank Bldg.; Frank R. Shotola (Jack Clark)

The Horace Vail Co., 3505 Turtle Creek Blvd.; Horace Vail (Asher Dreyfus, Jr.)

Insurance

Great Commonwealth Life Ins. Co., 1605 Davis Bldg.; A. L. Reed, K. K. Mitchell and A. Leon Alexander (John J. Hospers)

Lund & Company, 2215 N. Olive; L. S. Lund (Donald Atwood)

Charles Franklin Pittman, 1900 N. Akard (Harry Lawrence).

Charles W. Settle, Insurance, 512 Wilson Blvd.; Charles W. Settle (Dan McElroy)

C. C. Gorsuch—Insurance, P. O. Box 8241 (John J. Hospers)

Financial

George A. Jackson, 6907 Royal Lane (Senator George Parkhouse)

Clarence Hopkins, Jr., 8600 Inwood Rd. (Pat Henry, Jr.)

Wholesalers and Distributors

Machinery Parts Corp., 1357 N. Walton Walker Rd.; Robert J. Weber (John J. Hospers)

Jay Lett & Co., 3927 Main St.; Jay Lett (Bill Shaw)

Fidelity Film Productions, 3024 Fort Worth Ave.; John E. Kirk (Richard C. Ingram)

Porta-Can Co., 4806 Simpson Stuart Rd.; Mrs. E. L. Allen (Floyd Mayse)

Seaboard Industrial Enterprises, 1919 Stevens Forest Drive (Bernard Rathheim)

Bradley Wayne & Associates, 2412 Converse St.; Bradley Wayne (Asher Dreyfus, Jr.)

Harkey Brick & Supply Co., P. O. Box 30297; Charles E. Harkey (Bernard Rathheim)

Standard, Inc., 3541 Colgate; C. B. Pugh (David D. Locker)

Individual

Louis L. Szep, Dallas Country Club, P. O. Box 8141 (Robert B. Cullum)

Manufacturing

Lustra Corp. of America, 3232 Halifax; A. M. Harvey (E. S. Parr)

Sewall Paint & Varnish Co., 1306 River; Albert Parsons, Harold Clement and Stanley Woolf (Roger Harris)

Williams Printery, 405 Ann St.; N. L. Williams (Floyd Mayse)

(Continued on page 31)



Vice-Chairman James L. Cauthen, Federal Reserve Bank, right, congratulates Senator George Parkhouse and Mrs. Parkhouse. Looking on is Membership Committee Associate Chairman, Bill Shaw. The Senator was honored by the Board Dec. 15.

Senator Parkhouse Receives Life Membership

Senator George Parkhouse, one of the ablest statesmen and finest citizens Dallas County has ever given to its state government, was signally honored by his fellow business men with the award of Life Membership in the Dallas Chamber by the Board of Directors on December 15th for sponsoring 115 Chamber memberships in twelve consecutive months.

Despite the heavy demands of his position representing Dallas County's interests in Austin, this colorful business man has given generously of his time in civic affairs. Last year he won the October award of the Dallas Chamber of Commerce as "Committeeman of the Month" by sponsoring 47 new memberships.

Senator Parkhouse was born in Cisco, Texas, May 13, 1900, the son of a cotton gin owner who experienced some hard times during periods of drought. Moving with his family to Dallas when he was ten years old, Parkhouse began selling advertising slides for theaters when he was still a schoolboy. He was football team manager and a cheer leader in high school. After graduation, he resolved to stick with advertising sales. In 1927 he changed to outdoor advertising, starting as driver of a truck loaded with billboards and rising to the position of an executive of a leading Dallas firm, Middleton, Inc.

Accompanying the Senator at his presentation was his wife, Mrs. Dora Parkhouse, a widely known figure in the Dallas Real Estate business. They have two sons, are members of the Methodist Church, and live at 6336 Norway Road.



1960 Chamber President L. T. Potter performed his last official activity by presenting Chamber Life Membership to Senator George Parkhouse at the Chamber's Board of Directors meeting Dec. 15th. Looking on, between Senator Parkhouse and President Potter are Avery Mays, 1961 Chamber President; James L. Cauthen, Vice Chairman of Section No. 2; and Chairman Robert B. Cullum, head of the Membership Committee.

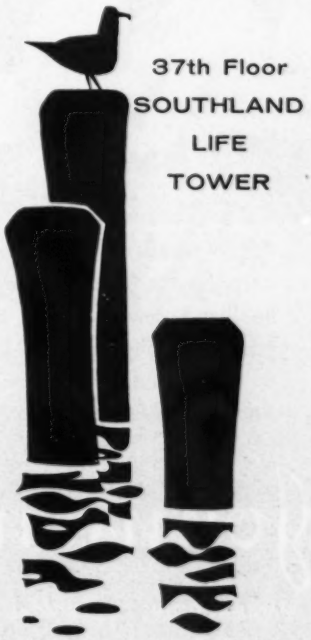
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Membership

Committeeman of the Month



ROGER A. HARRIS

A newcomer to the roster of winners of the "Committeeman of the Month" accolade, Roger A. Harris, a vice president of the Republic National Bank, is no stranger to Chamber of Commerce activities.

For four years, he served as executive vice president and general manager of the Tyler, Texas, Chamber of Commerce. He is a past member of the Board of Directors of the Directors of the Tyler Chamber, and is a past chairman of the Education Committee.

A native of Madill, Oklahoma, Mr. Harris spent most of his boyhood in Dallas, and was educated in Dallas public schools. After graduation from Southern Methodist University, he completed a year of graduate work at North Texas State College, Denton. He also studied two years in New York, at the Julliard School of Music. His musical background places him in the spotlight as conductor of the Republic National Bank Chorus, which filled television and bank lobby engagements during the recent Christmas season. Roger's wife, the former Mary Hubbard, is also a talented singer.

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Committeeman of the Month

For nine years prior to his election as an assistant vice president of Republic, Mr. Harris had served as a vice president of the Peoples National Bank of Tyler. He was elected a vice president of Republic last December 13.

During World War II, Mr. Harris served with the U. S. Army overseas, as Assistant Adjutant General of Headquarters, Fifteenth Army. His rank was Chief Warrant Officer. He was awarded the Bronze Star Medal during operations in France, Belgium, and Germany.

Mr. Harris is a past member of the Board and secretary of the East Texas Hospital Foundation. While in Tyler, he also served as a member of the Board of the Tyler YMCA; member of the Board and president, East Texas Symphony Orchestra; member of the Board and treasurer, Texas Rose Festival Association; member of the Board, Tyler Community, Concert Association, and of Smith County Red Cross.

He is a member of the Board of Development of Southern Methodist University, and in this connection, was instrumental in the establishment of the Southwestern Graduate School of Banking at SMU. He was chairman of the student body of the Graduate School, and is president of the Southern Methodist University Alumni Association.

Mr. Harris is a member of the following Masonic Bodies: Blue Lodge, York Rite, Scottish Rite, Shrine (member of Karem Temple, Waco; honorary member, Hella Temple, Dallas); Royal Order of Jesters, and Red Cross of Constantine.

(Continued from page 28)

Cotton Belt Gin Saw Manufacturers, Inc., 500 S. Haskell Ave.; S. Ray Senter (Roger Harris)

Sunny Jim Co., 5347 Maple Avenue; Bob Morgan (E. S. Parr)

Professional

Sarah Daniels, Atty., 3200 Southland Center (Bill Shaw)

Jack Edwards, D.D.S., 502 W. Tenth St. (Staff)

Judge Owen George, 601 Texas Bank Bldg. (Bill Shaw)

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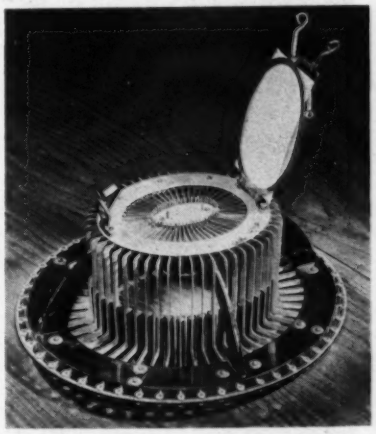


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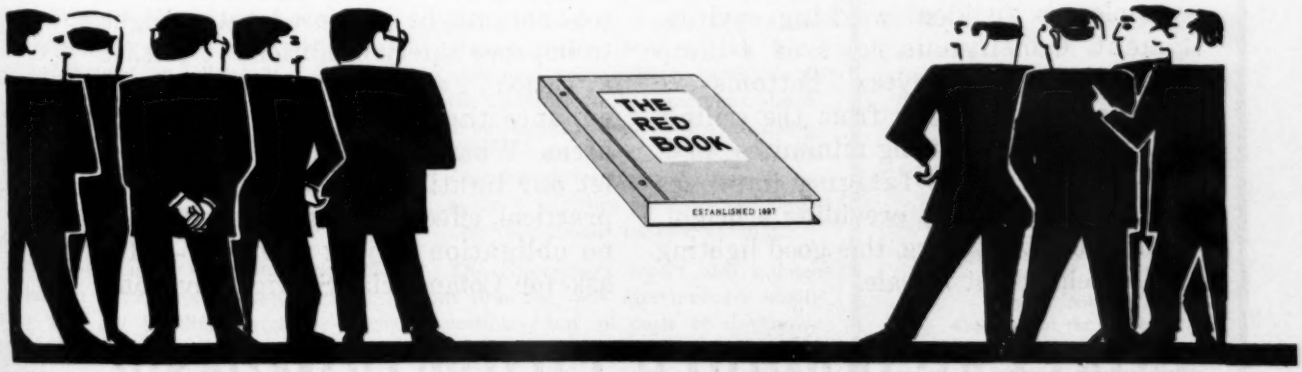
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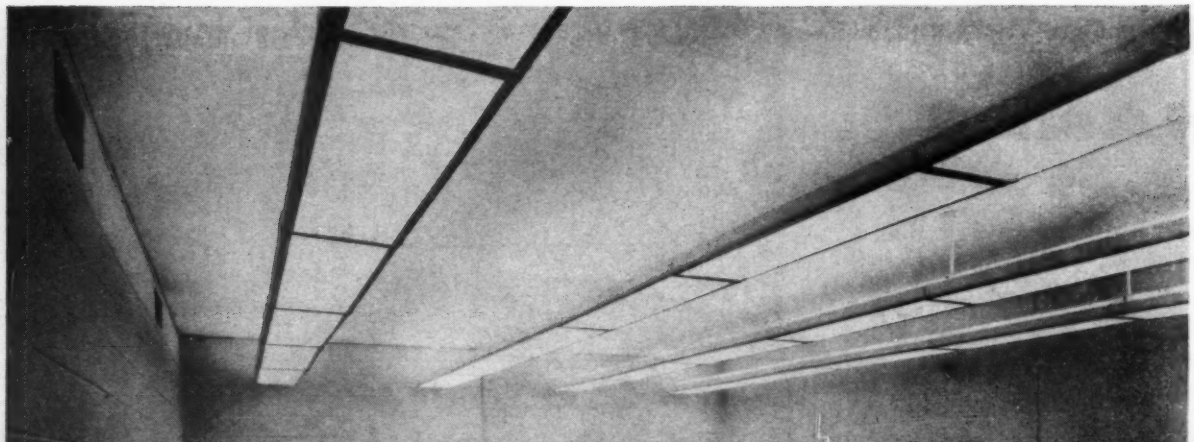
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Special Committee Report Finds New Offices For Dallas Chamber Attractive, Economical

New offices of the Dallas Chamber of Commerce are attractive, adequate and economical for the organization's requirements, a special committee has reported to the Board of Directors. At the same time, the committee emphasized, the Chamber's Board should always be alert to any change in circumstances which would make it desirable and practical for the Chamber to own rather than rent its required office space.

The committee pointed out that the $150,000 net proceeds from the sale of the Chamber's old, 6-story building at Commerce and Martin Streets have been invested in Government bonds and will be available "if any change in circumstances or conditions . . . comes about that would justify the Chamber constructing its own building". This money has been "frozen" by the Board of Directors, earmarked as an equity fund for a possible future building.

The committee's unanimous report was approved by the Board of Directors, which requested that the recommendations be summarized and published in DALLAS as a report to the membership. Dan C. Williams was chairman of the special committee, which also included Austin F. Allen, E. O. Cartwright, Aubrey Costa, John J. (Jack) Hospers, C. B. Peterson, Julius Schepps and Rod Thomas.

"The (new) facilities are very attractive and have permitted the grouping of the offices on one floor in a manner to assure maximum efficiency and an economical operation," the committee's report to the Board of Directors stated. "All of the employees are well pleased and happy with the new quarters and the location has made the offices more convenient and accessible to the public."

Other essential facts in the committee's report include the following:

The age and rapid obsolescence of the old building made the Chamber's ownership of that structure relatively expensive. Maintenance and operating costs had been increasing, and would have continued to increase.

The Chamber's building was sold, late in 1959, at a favorable price.

The old building, originally occupied by the Federal Reserve Bank, was not suitable for the Chamber's needs, since the structure was narrow and badly cut up by elevator shaft, stair wells and corridors. Efficient layout of the gross floor area was impossible.

In the old building, including rented space in an adjoining building, total gross floor area was approximately 19,000 square feet. In the new, leased quarters, the Chamber has a gross floor area of 11,973 square feet, but actually has approximately 3,500 feet more usable space than before.

The building owners have given the Chamber desirable space in the first floor lobby, at no cost, for an attractive information center, thus providing street level identification for the Chamber as well as maximum convenience for visitors who require only routine information and assistance. An appropriate illuminated sign has also been erected on the exterior of the building.

Renting the new and more efficiently arranged offices represents a relatively small net increase in cost to the Chamber. Insurance, taxes, maintenance and operation of the old building amounted to more than 80% of the total annual rental on the new and modern quarters. The relatively small net increase in cost is offset, to a great extent, by the increased efficiency attainable by having the entire organization housed on a single floor with a better functional arrangement. Meanwhile the "equity fund" is also earning a return on investment which provides a very substantial offset against the net increased cost.

The Chamber was able to obtain a favorable lease on its new quarters on the third floor of the new Fidelity Union Tower at Pacific and Akard Streets. Under terms of this lease, additional space will be available to the Chamber on the same floor, should it be required; and, further, a reasonable "escape clause" would permit the Chamber to terminate the lease in the event it becomes practical and desirable to construct its own building.

The committee's report also pointed out that the new quarters are easily accessible from all parts of downtown Dallas; that they are modern and businesslike; and that they more nearly reflect the spirit and character of Dallas.

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Women in BUSINESS

By Virginia M. Sanders



Mrs. Christina Vaccaro

The woman in the background has become the woman that's very much up in front at Mario's Italian restaurant, Lemmon and Wycliff Streets.

Mrs. Christina Vaccaro, better known to customers as Mrs. Mario or Christine, was content to serve as cashier and hostess until the death of her dynamic husband, Mario, in 1958.

Now the petite brunette, with a light frosting of natural gray in her hair, has full responsibility for the restaurant which is managed by Mario's nephew, Danny Russo.

"We were entrepreneurs when we came to Dallas in 1941 from New York," relates Mrs. Vaccaro. "Mario was a lawyer and had been an assistant professor at New York University. I had been a buyer for New York couturiers.

"Then Mario, who didn't know how to cook an egg, became enamoured of food. He read the works of Escoffier and all the master chefs avidly. He studied and learned to cook their specialties and experimented with new twists of his own. And we opened our first restaurant in 1943."

The first Mario's was located on Forrest Avenue, it later moved to a Ross Avenue site, and in 1958, three weeks before Mario's death, it was moved to its present location.

"Since that time we have diligently and continuously sought for quality in our food, our personnel, our wines and all the things that are associated with Mario's. Mario would not stand for mediocrity and neither will I, so the vigil continues.

"We have labor difficulties at times, but many of the Staff have been with us 12 years or longer. Occasionally, waiters move on to another job, but many of them come back to us later," she said.

Mario traveled a great deal in the United States, and his wife accompanied him. They visited restaurants, became acquainted with the managers and staff, and watched many of them prepare foods.

Mrs. Vaccaro continues this practice of visiting restaurants in New York, San Francisco, Los Angeles, New Orleans and elsewhere. Her trips to New York combine business and pleasure, since their daughter, Brenda, is there studying to be an actress. Mrs. Vaccaro praises New York restaurants as the best she has visited.

"We've had to educate the public to the fact that an Italian restaurant is not just a dispensary for spaghetti and meatballs. We prefer to be thought of as continental with authentic Italian foods prepared as carefully as works of art.

"We must be versatile in our food preparation, and the presentation of food is most important. The plates and the food must be hot. And whether we feed them steak or Italian food, it must be good. We often forget the cost of food, to be sure of the quality," she states.

Wines are another delicacy that Mario's has taught their customers to enjoy and savor. They use California wines and import French and Italian wines. When they first began to use them, vineyard representatives came to Dallas to see who was promoting their wines here.

Another specialty is hot hors-d'oeuvres. Mario's has expended much time and effort to get just the right ones for their customers.

Mrs. Vaccaro has been known to spend weeks watching noted chefs prepare ricotta, a tubular pastry that can be served as an entree or a dessert, according to the filling; and cannoli, a cone-shaped pastry filled with whipped cream and whipped cheese.

"I use my own variations, sometimes substituting wine where others use vinegar, and butter where others use lard. I prepare our ricotta and cannoli myself, and I make it about twice a week," says Mrs. Vaccaro.

Away from Mario's, Mrs. Vaccaro lives in an authentic Spanish-style home filled with objects of art that she has collected, and her daughter's black French poodle, Mimi.

"I don't know much about art, but I love to look at pretty things," she admits, laughingly, "so I buy them when I see them."



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BANKING



BELL PATTERSON DALE

Three Vice-Presidents Named by First National. Leo Patterson, Jr., Paul Bell, and John T. Dale have been promoted to vice-presidents of the First National Bank in Dallas.

Mr. Patterson, a registered professional engineer, was elected an assistant vice-president in 1959 and has been an oil loan officer since that time.

Mr. Bell, who came to First National in 1938, is in the Mortgage Loan Department. He is a 1955 graduate of the School of Banking of the South at Louisiana State University.

Mr. Dale, in charge of the bank's Commodity International Department, had wide experience in the cotton industry before joining First National in 1958. He is an active member of the Export-Import Club of Dallas.



HUFF

Texas Bank Elects Vice-President. Texas Bank and Trust Company of Dallas has named Leon M. Huff, Jr., as vice-president. Mr. Huff joined the bank in June, 1959, as manager of the Industrial Department and was named assistant vice-president in January, 1960.

Prior to joining Texas Bank, Mr. Huff was the executive director of the industrial department of the Longview Chamber of Commerce.



LAFFERTY GIBSON

Republic Bank Names New Vice-Presidents. Republic National Bank of Dallas has advanced John L. Gibson, head of the Time Credit Department, and J. Lewell Lafferty, in charge of the National Accounts Department, from vice-presidents to senior vice-presidents.

In other promotions, Edwin R. Bentley, Don T. Ennis, John L. Everman, Donald P. Flynn, Roger A. Harris, Rex D. Johnson, James H. Jones, W. E. Jones, Jr., Mason E. Mitchell, Robert E. Spencer, Jr., Vincent E. Thompson, and George M. Verner were elevated from assistant vice-presidents to vice-presidents.

Vincent C. Butsch, Lee Drain, C. A. Koch, and James E. Montgomery were promoted from assistant cashiers to assistant vice-presidents.

Thomas G. Smith was advanced from assistant vice-president and trust officer to vice-president, and Alfred F. Edwards was promoted from assistant cashier to trust officer.

Elected to officer status as assistant cashiers were Leon Clemons, John C. Farrell, Larry Higginbotham, Cletas Hines, George McGuffey, H. R. Sanders, Jr., Conway Senter, Homer L. Stewart, Jr., and James H. Young.



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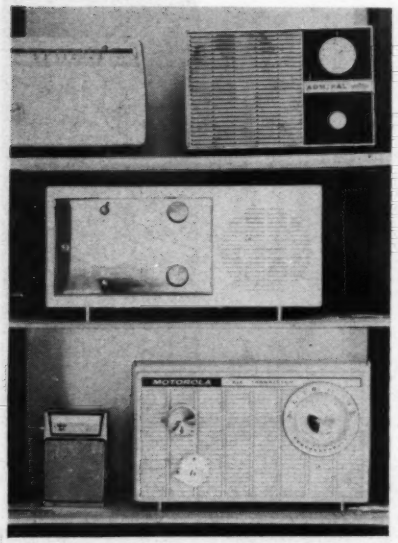
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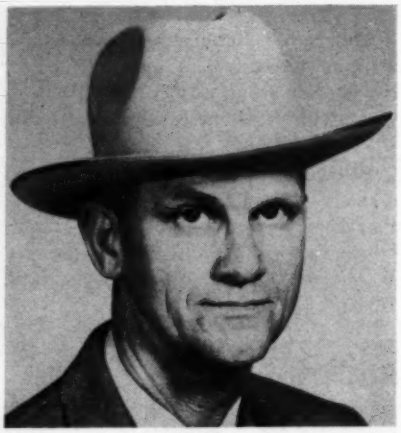
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CLUBS AND ASSOCIATIONS



MILIKIEN

Milikien Heads Agricultural Club. A. S. Milikien has been elected president of the Dallas Agricultural Club for 1961. Mr. Milikien has been the Dallas County Agent since 1953.

Named to serve with Mr. Milikien were Don Clark, State Fair of Texas, first vice-president; Tom Milligan, southwestern editor for electricity on the Farm Magazine, second vice-president; and Ed Pewitt, Soil Conservation Service, secretary-treasurer.

*

Knapp Named to Real Estate Group. DeWitt L. Knapp, former president of the Dallas Real Estate Board, is the third Dallas realtor to be named a member of the American Society of Real Estate Counselors.

Mr. Knapp is president of Property Counselors, Inc., real estate appraising and counseling firm in Dallas. Other local members of the Society of Real Estate Counselors are B. H. Majors and Henry S. Miller, Sr.

*

Williams Elected to Life Insurance Committee. Dan C. Williams, president of Southland Life Insurance Company, has been named a member of the six-man executive committee of the Institute of Life Insurance. Mr. Williams previously had been a director of this group for a three-year term which will run until 1963.

The Institute of Life Insurance, founded in 1939, is an organization of legal reserve life insurance companies serving the public as a central source of information about life insurance.

Costa Named to Industry Advisory Body. Aubrey M. Costa, Dallas mortgage banker, has been appointed to a second term on the industry advisory body of the government agency which purchases insured and guaranteed mortgages such as FHA and VA.

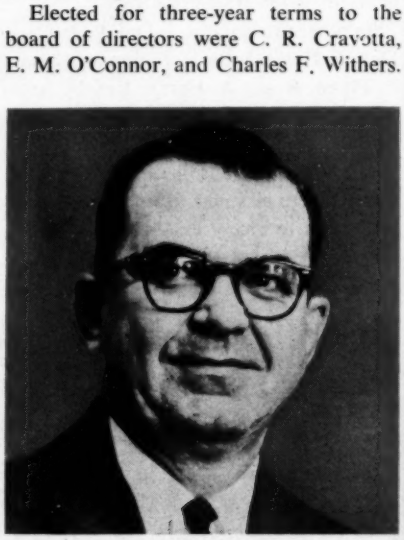
Mr. Costa is head of the Southern Trust and Mortgage Company and is a past president of the Mortgage Bankers Association of America as well as the Texas and Dallas mortgage bankers association.

*

Cooper Elected Housewares Club President. Robert M. Cooper has been named head of the Dallas-Fort Worth Housewares Club for 1961.

Also named to serve the 200-member organization were Raymond P. Hawkins, vice-president; T. E. Dickson, secretary, and Eli Magee, Jr., treasurer.

Elected for three-year terms to the board of directors were C. R. Cravotta, E. M. O'Connor, and Charles F. Withers.



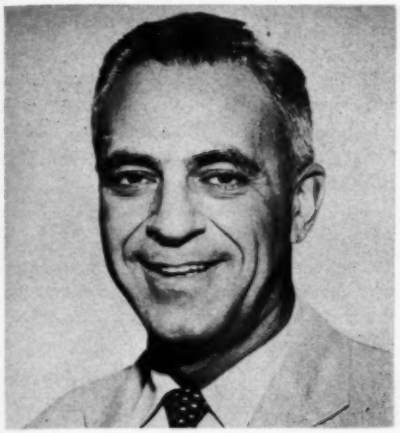
OLMSTED

Manufacturers, Wholesalers Elect Olmsted. Robert Olmsted, president of Olmsted-Kirk Co., has been elected president of the Dallas Manufacturers and Wholesalers Association, Inc.

Other new officers are Darrell Manley, president, Briggs-Weaver Machinery Co., and Howard Jones, sales manager, Mosher Steel Co., vice presidents; and Oscar C. Lindeman Sr., vice-president, Texas Bank and Trust, treasurer.

New directors are: L. A. Bickel, William H. Johnson, Jack Lawrence, Donald Mitchell, John D. Mitchell and Fred Truett.

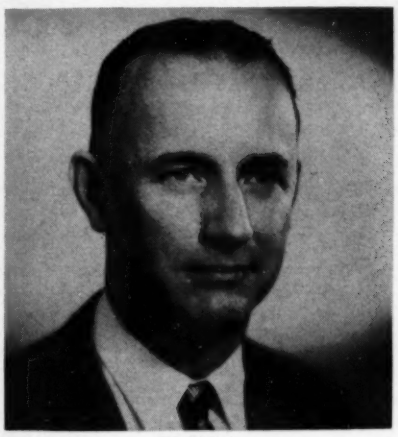
Alternates are I. B. Berens, Miles Woodall, R. E. "Bob" Lee, and Al Galvani.



MICHLIN

Michlin Heads Dallas Fashion Manufacturers. Robert Michlin, president of Parkland Sportswear Company and Jo Juniors, Inc., has been elected president of The Dallas Fashion Manufacturers.

Landon Speyer, president of Justin McCarty Manufacturing Company, was named vice-president, and Clifton Wilhite, owner of the company bearing his name, was elected treasurer.



DRISCOLL

Mortgage Bankers Name Driscoll. John E. Driscoll Jr., office manager and appraiser of Guillot Mortgage Company, has been elected president of the Dallas Mortgage Bankers Association.

M. J. Greene, vice-president of Southern Trust & Mortgage Company was named vice-president, and Robert D. Johnson, general manager of Murray Investment Company has been elected secretary-treasurer.

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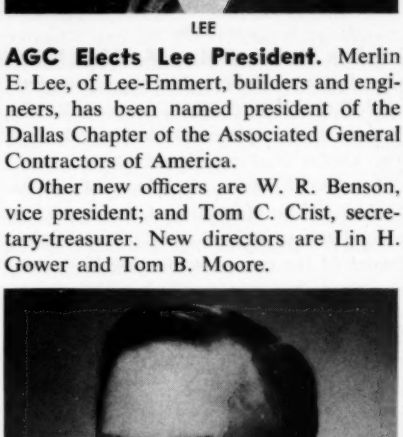
Clubs and Associations



LEE

AGC Elects Lee President. Merlin E. Lee, of Lee-Emmert, builders and engineers, has been named president of the Dallas Chapter of the Associated General Contractors of America.

Other new officers are W. R. Benson, vice president; and Tom C. Crist, secretary-treasurer. New directors are Lin H. Gower and Tom B. Moore.



OLDHAM

National Lumber Dealers Elect Oldham. Winfield B. Oldham, president of Oldham Lumber Company, has been elected president of the National Retail Lumber Dealers Association.

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(Continued from page 27)

gate positions contemplated in this area, thereby reducing walking distances for passengers using those gates; and would also provide the permanent location for facilities required by Customs and the other Federal Inspection services.

Also projected for construction in subsequent stages of the Master Plan improvements are a new air mail and air cargo terminal area, to handle the greatly increased volumes of mail, express and freight forecast for the future; a helicopter landing area on the upper deck of the parking lot, at the very front door of the terminal, to provide accommodations for rotary wing transport service when helicopter routes are authorized in this area; and various supporting facilities.

The Buckley study points out that there are relatively few sites remaining at Love Field for hangars and airline bases. At least two additional major base facilities could be accommodated, and there are several other locations at which minor facilities could be developed. If the number of airlines authorized to serve Dallas should increase substantially, there is a possibility that, sometime in the more remote future, there would be a need for an airline base which could not be accommodated within the area of Love Field. This potentiality would be the principal justification for Dallas considering the desirability of someday establishing a supplementary airport for airline services.

The report from the Buckley organization is under study by the Aviation Department of the City of Dallas, and by the Mayor's Airport Advisory Committee, both of which will make their recommendations for Master Plan improvements to the City Manager and City Council. The Airport Advisory Committee includes three members of the City Council – Chairman Elgin B. Robertson, Joe Geary and Walter Cousins – and two members outside the Council, J. Erik Jonsson and W. C. (Dub) Miller.

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WORLD TRADE NEWS

U. S. Trade Missions Program Accomplishes Major Objectives

Trade missions are partnerships of members of the private enterprise system and representatives of the Government sent abroad for 6 to 8 weeks to promote world friendship and commerce.

The usual trade mission consists of three to five U. S. businessmen, accompanied by a U. S. Department of Commerce official as leader, with recognized ability and specialized experience and knowledge in some phase of modern business practice of potential interest and value to businessmen and officials in the country to be visited.

United States businessmen volunteer for trade missions and work without compensation. The government provides their transportation and a per diem allowance and arranges their program during their mission assignment.

A trade mission's schedule overseas includes visits to important commercial centers and other cities and group and individual conferences, arranged in advance, with the businessmen, public officials, the press and organizations in each city.

These cordial person-to-person meetings permit the exchange of information and ideas which lays the groundwork for an increase in the exchange of goods and services.

One of the principal objectives of United States foreign policy is the expansion of international trade, travel, and investment by means of private enterprise.

Major Objectives of the Program

1. Establishment of international public relations.

2. Promotion of foreign commerce.

3. Promotion and strengthening of the international trade fair program.

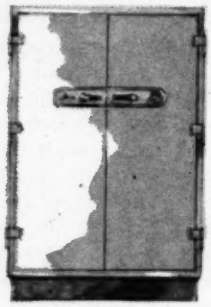
4. Strengthening of U. S. government facilities.

5. Strengthening of private enterprise-government cooperation in the United States.

Carr Collins, Jr., Vice President of Fidelity Union Life Insurance Company, participated in a U. S. Trade Mission to Pakistan in 1960.

The Director of Trade Missions Program of the U. S. Department of Commerce has supplied the World Trade Department with application forms and

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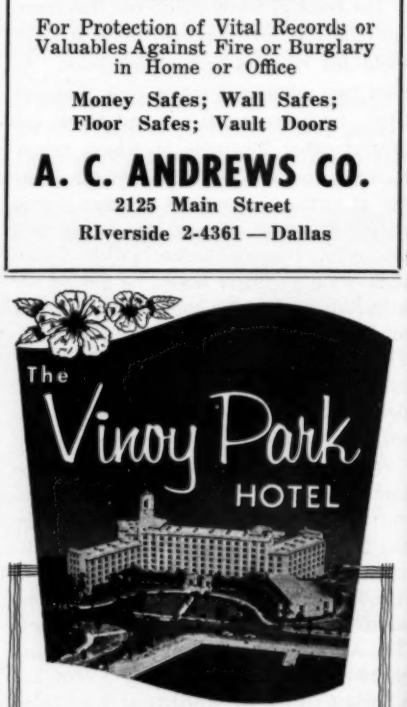


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Managing Director

St. Petersburg, Florida

World Trade News

detailed information regarding U. S. trade Missions to Africa in November, 1961; Finland, May, 1961; Carribean Area in February, 1961 and South America, 1961.

INT'L TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from The World Trade Department, Dallas Chamber of Commerce.)

MOMBASA, KENYA, AFRICA — Hand carved African wood carvings featuring African tribal figurines, salad sets, letter openers, tribal masks, animal figurines, tribal heads and busts, animal and tribal face wall plaques, bookends, etc. Afro-American Trades, P.O. Box 7196, Mombasa, Kenya.

FRANCE — Important French shoe manufacturer would like to contact wholesalers for their line of fine leather shoes for distribution in the Southern states, including Texas. For information contact: French Commercial Counselor, 305 International Trade Mart, New Orleans, La.

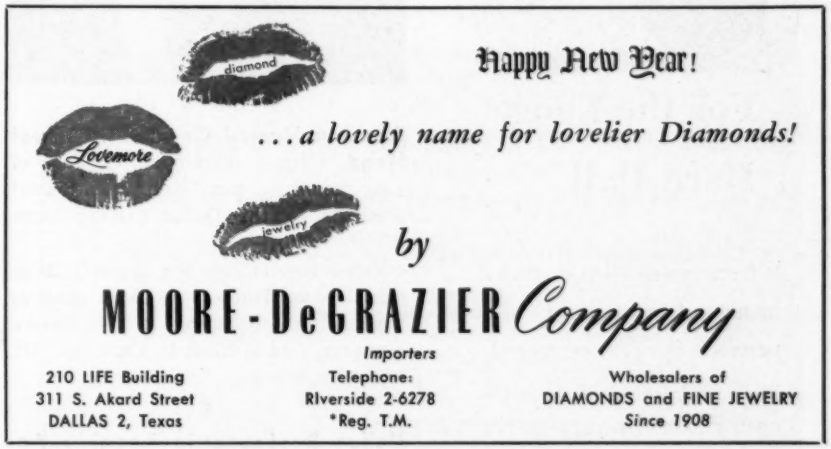
TURKEY — Various machinery for repair shop — fuel testing machine, complete; crank-shaft grinding machine; line boring machine. DLF loan No. 11. Amount of credit $9,400. World-wide. Bids invited until January 31, 1961. by Messrs. Sark Oto ve Zirai Nakinenler Tamir Atelyesi, Yeni Sanayi Carsis, Rize, Turkey.

BELGIUM — New cotton waste. Dentex, N. V., (importer of cotton waster, and cotton waste breakers), Wontergenstraat, Dentergem, West Flanders.

NETHERLANDS — Rubber and leather scrap — for export. Contact: Gebr. de Ruyter, Dr. Mollerlaan 10, Waalwijk, Holland.







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NEWS SPOTLIGHT



FLAXMAN

Flaxman Named Community Chest Head. Carl B. Flaxman, president of Linz Brothers, has been elected 1961 president of the Dallas County Community Chest.

Other new officers are Travis T. Wallace, Gordon Durden, and Mrs. Godfrey Collins, vice-presidents; R. W. Baxter, treasurer, and William L. Crawford, III, executive director.

*

Dallas Restaurants Receive Acclaim. Dallas, as a city of fine restaurants, received high acclaim from "Great Restaurants of America," a book just published. This beautiful and expensive volume lists 103 restaurants over the nation that, in the opinion of the two authors, Ted Patrick and Silas Spitzer, are notable for their cuisine, atmosphere and tradition.

Four Dallas restaurants are listed. No other Texas or Southwestern restaurant is mentioned. Nearest cities to Dallas with restaurants cited in this book are New Orleans and Chicago.

The authors are highly qualified to judge restaurants, since Mr. Patrick is editor of Holiday magazine, and Mr. Spitzer is the author of many food articles for national and international magazines.

Dallas restaurants mentioned are Arthur's, Mario's, The Old Warsaw and Zodiac Room of Neiman-Marcus.

Arthur's, at 3701 McKinney, is owned by Arthur Bates. Mario's, at 4300 Lemmon, is owned and operated by Mrs. Christina Vaccaro. The Old Warsaw, at 3914 Cedar Springs, is owned by Stanislaw A. Slawik. The Zodiac Room of Neiman-Marcus is under the direction of Helen L. Corbitt.

Heart Association Prepares For Dallas Fund Drive

The Dallas Heart Association is ready for the 1961 Dallas Heart Fund Drive during the month of February, according to Edmund M. Hoffman, 1961 campaign chairman for the association.

Mr. Hoffman noted that the many activities and programs of Heart Month would be correlated by six chairmen and their committees.

Those chairmen are Frank C. Moore, Heart Sunday; Alex Weisberg Jr., Big Gifts; B. W. (Jack) Taylor, County; Fred Oliver, Business Day; Gregory Good, Employee Plan; and Charles W. Powers, Speakers' Bureau.

Officers and members of the executive committee of the Dallas Heart Association are John D. Wisenbaker, chairman of the board; Dr. Paul J. Thomas, president; Dr. Marion J. Greve, vice president; John W. Beatty, secretary; Vance Foster, treasurer; Joe F. Maberry, chairman of the planning council; Dr. J. Y. Bradfield and Ethan B. Stroud.

Two major programs during Heart Month will be Business Week and Heart Sunday.

During Business Week, February 6-10, special emphasis will be made for contributions from large corporations and small businessmen. The Employee Plan committee will also be active contacting the employees of Dallas County firms.

Heart Sunday, February 26, will be the highlight of the campaign with 14,000 county volunteers calling on their neighbors for contributions.

*

Dr Pepper Builds Test Kitchen. Dr Pepper Company has recently completed a consumer test kitchen which will be used to test new recipes which use the company's product.

The contemporary kitchen is an integral part of the firm's new consumer service department, headed by Mrs. Christine B. Millar.

Wesby R. Parker, Dr Pepper president, said the consumer service is the first of its kind to be established in the soft drink industry.

"As such," he said, "it has gained much attention nationally, and will not only provide our company and our bottlers with a valuable service, but will benefit the entire industry in its area of food association development."

The new kitchen contains a total area of approximately 350 square feet.

Master Plan Report

(Continued from Page 18)

operation should be kept clear and available for such use when the need develops.

A second passenger terminal for all forms of transportation except air could be created in the vicinity of Good-Latimer Expressway and Gaston-Pacific. Rail and highway facilities tend to converge on this point, and if rapid transit operation over rail rights-of-way becomes an important factor in the future transportation scheme of Dallas, a second passenger terminal near the rapidly growing north and east sections of the Central District would appear desirable. This terminal could also be consolidated with the proposed eastern transit terminal to facilitate interchange of passengers.

LAND USE-BUILDING REQUIREMENTS

Changes in the land use likely to take place in the Central District in the next two decades were projected. It is not possible to determine fully the location and extent of each specific type of use but a general pattern can be estimated from existing trends and projections. Projected changes and the basic land use scheme include the following:

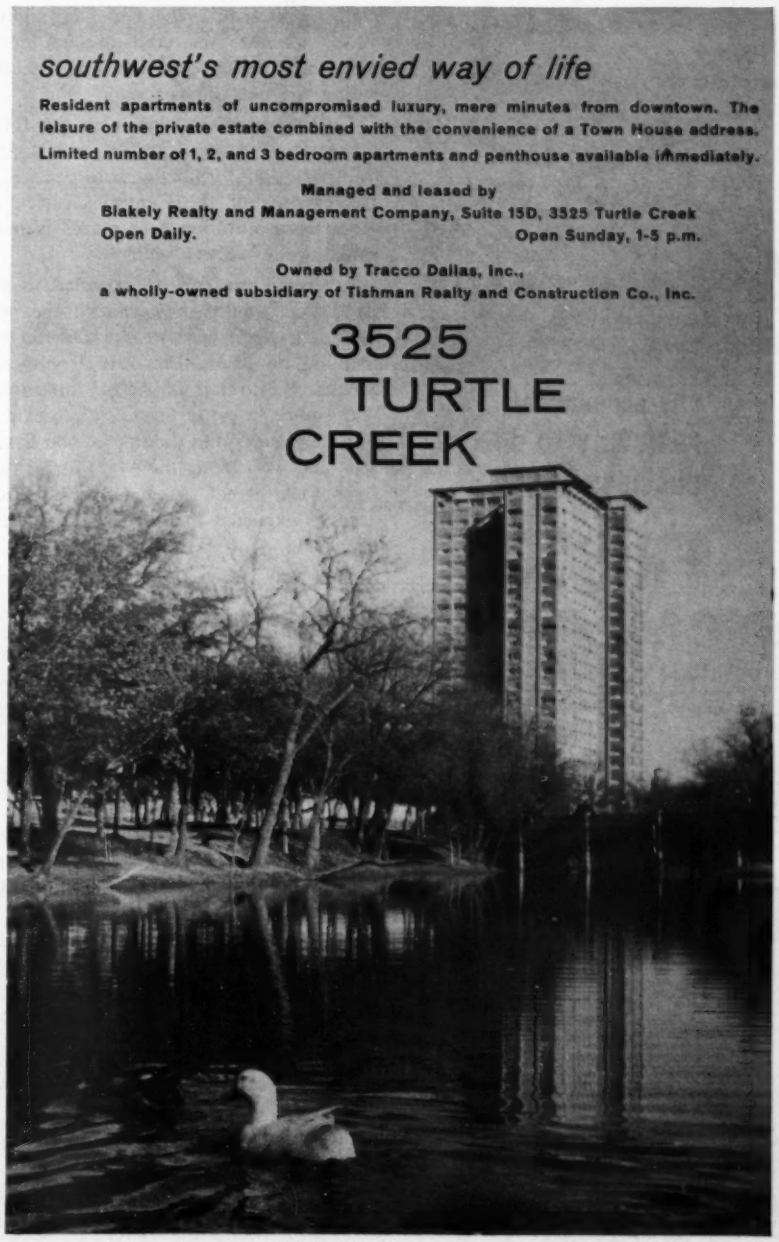
1. Office space is expected to experience major expansion, with slightly over 8 million square feet of new space needed by 1980. This will require 20 surface acres. An expansion of offices is projected outward from the predominant retail area to the west, north and south. Improved access from the freeway loop is expected to influence this office expansion. Of all office space constructed in the city, some 75% would normally be expected to be in the Central District. If positive steps are not taken to improve the ability of the District to handle people, buildings and vehicles, it is likely that substantially less than 75% will be located in this area.

2. Residential uses in the form of high-rise apartments should occupy considerable area in the future. A demand for over 6,000 downtown apartment units

(Continued on next page)

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Master Plan Report

(Continued from page 47)

should exist by 1980. There are four possible areas for apartments: the west portion of the District near Record and Market Streets and Jackson and Wood Streets; along Ross; near Boll, Allen and Munger Streets; along the south leg of the freeway near City Park. These apartments will require 100 surface acres.

3. Off-street parking will double, with 50,000 additional spaces required. This will include 100 surface acres.

4. Public use of land as federal, state, municipal and county office space will increase substantially. These uses are expected in a scattered pattern, with City Hall, Court House and Federal Building all on separate scattered sites. A combined civic center does not appear likely within the next 20 years.

5. Transportation, space in the form of streets, freeways, transit routes and transportation terminals, will occupy a greater area of the Central District. A motor transportation center area is indicated at the western end.

6. Retail use can be expected to expand to a modest extent, with the predominant retail area of the District remaining on Main, Elm and Commerce Streets. New retail expansion intermixed with office uses is expected to extend north and east from the Pacific and Ervay area and west along the Main Street axis from Field Street. A total of 12 surface acres is expected to be required for this expansion.

7. Open space in the form of small plazas, courts, pedestrianways and building approaches will become more significant and can be expected to increase substantially. This open space will be achieved through clearing for the new freeways, conversion of some street space and the creation of plazas and court areas from non-essential street space. One of the major future open space areas will consist of the wide rights-of-way for freeways to be cleared as the system develops.

8. Industrial uses in the Central District will reduce as other uses force industrial activities to more efficient locations. Only in southwest, northwest and northeast corners of the area where rail facilities exist will industrial and commercial uses continue.

RETAILING

The Central District will continue to be the most important retail center in the area. It is important, however, that retailing in the District be oriented toward the performance of the functions to which

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the facilities are best adapted. These functions are considered most significant:

1. Service to the increasingly large numbers of employees in the District.
2. Large scale promotion where the number of stores and greater selection of merchandise offers more attraction than any outlying center. Additions to the inventory of shops and stores should be expected and encouraged to maintain the coverage necessary to assure continued pre-eminence of the Central District.
3. Retail service to convention visitors and their families.
4. Shopping services for a wide group of out-of-town customers who come either for business and incidental shopping or especially to shop.
5. Service to persons residing in the new downtown apartments.
6. Special facilities serving new office and commercial centers as an integral part of the development.

Also keeping the Central District dominant in retailing will be the improvement of access by construction of planned freeways which will enable the local residents to come downtown easier and will make the area more accessible to the entire region. The general concern now evident over the appearance and function of the central area will likely result in major improvements, adding greatly to its appeal.

The total retail area increase in the Central District by 1980 is expected to be 725,000 square feet, with 200,000 square feet in office buildings. It is indicated, therefore, that about 12 acres additional area will be used for retail purposes and a high percentage of such space is likely to be first-floor.

OPEN SPACE

The public park and plaza area, exclusive of areas around public buildings, in the core area now represents approximately only one per cent of total area. In contrast, streets space represents over 40%, with the next-largest user, off-street parking lots, representing 15%. It is obvious therefore that consideration of open space in the central area must include effects of street and parking lot space. Since parking lot space is extremely transitory, the street space is the only existing substantial and reasonably permanent open space in the Central District.

While only limited examples of public and private open space exist in the central area, it is significant that such space can be provided both as private and as public property. It appears there is both a pub-

(Continued on next page)

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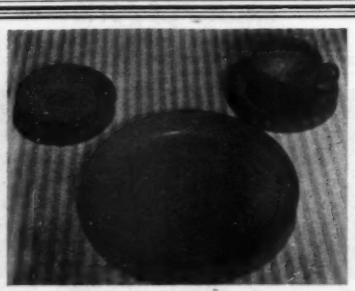
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Master Plan Report

(Continued from page 49)

lic and private responsibility for providing essential open space. Following are some types of open space which should be considered:

1. *Space around public buildings* — Continued efforts should be made to improve and enhance open spaces around central area civic buildings. The area around Memorial Auditorium offers one of the most important opportunities to enhance and improve the setting of a civic building.

2. *Small parks and triangles* — As streets are adjusted, a limited number of land remnants will result which could be appropriately landscaped as micro-park areas to provide contrast and greenery within the Central District.

3. *Freeways and interchanges* — The development of the complex freeway loop will create numerous slopes, triangles and barrier areas which should become green strips. Interchanges create new gateways to the District and should be made as pleasing and attractive as possible.

4. *Street space*—Some street space is proposed for pedestrianway use, other streets are and will continue to be heavily traveled traffic arteries with heavy pedestrian sidewalk traffic; still other streets may be partially or totally abandoned for building, plaza or court use. Pedestrianways provide an opportunity to create a park-like atmosphere and introduce greenery. Open space treatment is obviously limited on arteries with heavy vehicular traffic. These streets can be improved in appearance by elimination of excessive poles, traffic signs and other street appurtenances and by careful consolidation of essential signs and lights on a minimum number of supports. Control of overhanging advertising signs is essential. Those streets which may be converted to plazas or courts, such as Record, Austin, Prather and Hawkins offer excellent opportunities for the creation of building groupings arranged about open space.

5. *Private parks and plazas*—Within the Core the creation of private open space area as an integral part of a building development should be encouraged. An excellent example of this use is found in the Southland Center development.

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Master Plan Report

6. *Other open space features* — Opportunities for the development of other open space features exist in the Trinity River Valley, between the levees, and the City Park area. It has long been recommended that the floodway area of the River be treated as a park since it is one of the front doors to the Central District. The portion of City Park remaining after the freeway loop is completed offers an opportunity to develop open space as the center of close-in housing.

ZONING CHANGES

Development of the freeway loop affects the use of land and the boundaries of the Central District and provides a basis to reconsider the appropriate zoning districts and regulations. The following are some of the important features of the zoning regulations which should be changed:

1. The arrangement of zoning districts within the area bounded by the new loop should be studied and adjusted to the general land use plan. New types of districts may be necessary to provide for the proper development of the area.

2. The regulation for height and bulk of buildings in the Central District should be reviewed and new standards devised which incorporate floor area ratio control, as well as height, bulk, coverage and access standards.

3. Height, density and open space requirements for high-rise apartment buildings in the Central District should be developed, and such standards should recognize the requirements for light, air, open space and off-street parking.

4. Manufacturing zoning should be changed to exclude from the Central District those uses which may be obnoxious and detrimental to the primary function of the area. Special regulations for building heights may be required in the manufacturing districts so as not to preclude the expansion of tall office buildings into such areas.

5. The development of off-street parking as an integral part of the building design and construction, as has been done in the Republic National Bank, Southland Center and other new buildings, indicates that outside of the immediate Core Area, off-street parking could appropriately be required as part of building construction. Areas should be delineated within the Central District where off-street parking is required as part of building construction, and where parking is not required by zoning regulations.

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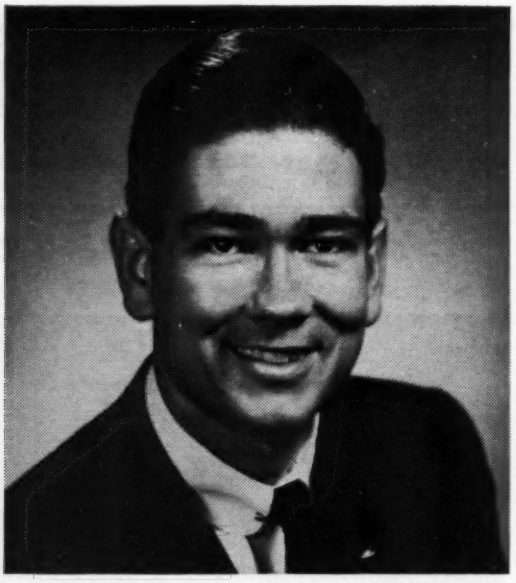
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Texas Truck Rates

(Continued from page 23)

because the respective class rate scales are incompatible; but if that result is assumed for the sake of argument, it is noted that neither figure is an extremely large percentage of the total of 11,337 commodity listings for which ratings are provided in the classifications; and that the remainder will necessarily subject Texas shippers to higher rates than interstate shippers except for short distances, and higher rates than intrastate shippers in other Southwestern states for all distances. This treatment of the subject, of course, accords no weight to the relative importance tonnage-wise or revenue-wise of the movement of particular commodities, which could be ascertained only through detailed studies that would show the carriers' experience in this respect. For competitive reasons, among others, these data are not available to the general public.

It is frequently stated that about one-third of a motor carrier's shipments are minimum charge shipments, and it is pointed out that the Texas minimum charge is somewhat lower than the interstate minimum charge or minimum charges in other Southwestern states except New Mexico. It is clear from an exhibit, recently introduced by a witness for the Common Carrier Motor Freight Association in a Railroad Commission proceeding, and which forms the basis for the accompanying pie chart, that while numerically approximately ⅓ of the carriers' shipments are in the minimum charge category, about 95% of their tonnage and 91% of their revenues come from other sources of traffic.

Some of the parties who testified in the complaint proceeding requested the Commission to preserve the Texas intrastate scale up to approximately 100 miles,



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Texas Truck Rates

blending the rates into the interstate scales for distances beyond. While Dallas did not join in this request, it pointed out in its brief to the Commission that it offered no objection to it, and if the Commission were to prescribe this blended scale as a solution to the problem, the Texas rate scale would still be higher than the average in intrastate rates in other Southwestern states for all distances, and on a parity with the interstate scale for distances beyond 100 miles. As previously stated, the Commission denied all requests for a realignment of class rates.

The following points may be made in summary:

The Texas intrastate class rate scale is the highest of any Southwestern state; and, except for short distances, is even higher than the interstate scale.

Instances where Texas exceptions ratings are lower than the classification ratings represent a relatively small percent of the total articles listed in the classifications; certain lower interstate exceptions ratings are not available to Texas intrastate shippers; other states also have exceptions ratings.

The Texas minimum charge is lower than the interstate minimum charge, and lower than the minimum charge in most other Southwestern states; however, this traffic, while amounting to approximately ⅓ of the carriers' traffic in number of shipments, comprises only about 5% of their tonnage and 9% of their revenues.

The Texas minimum rate is the highest of any Southwestern state and is only slightly lower than the interstate minimum rate.

The foregoing facts would seem to indicate that Texas shippers do not fare particularly well in their relationship with interstate shippers, or with other intrastate shippers in the Southwest.

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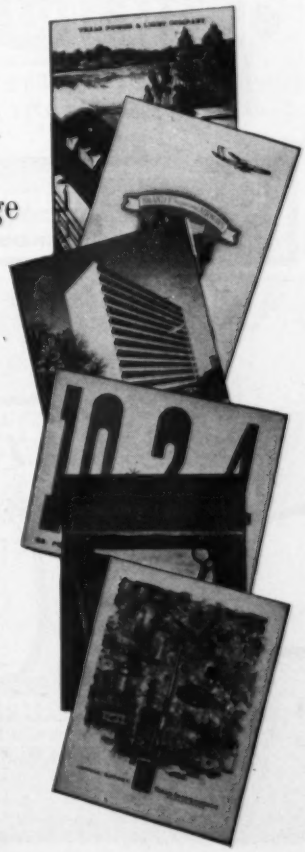
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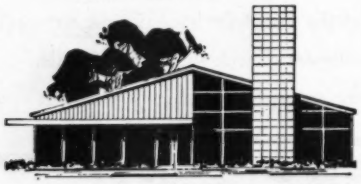
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CITY HALL REPORT:

Editor's Note: This is the sixth in a series of articles outlining the activities of citizens who work on municipal committees and boards to make Dallas a desirable and dynamic city in which to live and do business.

Dallas Rehabilitation Committee

T. W. Rutledge, Chairman

Jim Akins	Leland G. Lee, Jr.
William L. Cobb	Rev. I. B. Loud
Joe Golman	Charles P. Storey
George F. Harrell	James M. Wooten

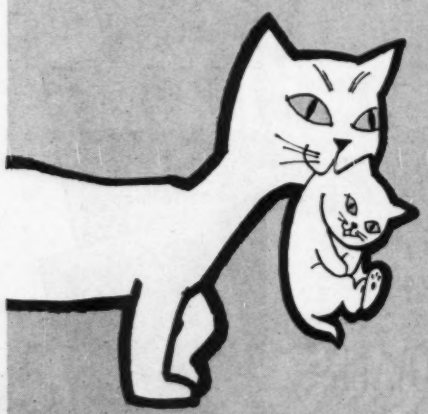
The Committee, established by ordinance in July of 1959, is charged with the responsibility of making studies of the residential areas of Dallas (exclusive of the Dallas West area) where substandard housing conditions exist or which are potential blighted areas and determine the most feasible program to rehabilitate the area and prevent further deterioration. The Committee is further charged with recommending to the City Council changes in rules or procedures of the rehabilitation program if the Committee feels it is necessary.

The present Committee is the outgrowth of the Citizens' Housing Rehabilitation Advisory Committee established in 1954. Headed by a former Mayor, James Temple, this Committee was asked to study Dallas' blight and develop some program for the elimination of slums and prevention of blight. The Little Mexico area was adopted as a pilot project.

As a result of the success of the Little Mexico project the Committee determined that a rehabilitation program was feasible. The Committee was made an operating committee composed of nine members; James R. Temple, Avery Mays, Henry S. Miller, Jr., Frank Malone, Jr., Joe Golman, Charles Quade, Mrs. Bard W. Paul, Lloyd Bowles, and Reverend I. B. Loud. The name was changed to the Urban Renewal Committee.

The Urban Renewal Committee started a strict code enforcement project in the West Mexico area; formulated a Minimum Housing Standard Ordinance which was adopted by the City Council; started a rehabilitation project in Oak Cliff; and recommended a study of the West Dallas area.

As a result of the study of the West Dallas area it was decided to have two committees; the Dallas West Revitalization Commission over the West Dallas



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project and the Dallas Rehabilitation Committee over the remainder of Dallas.

Since the reorganization the Dallas Rehabilitation Committee has continued the projects in Little Mexico, West Mexico, the two sections of the Oak Cliff project; started a city-wide search for abandoned relics to get them removed; initiated the Clarendon area code project; and started a city-wide survey to determine the location and extent of blight in Dallas. When the survey is completed new projects will be studied and initiated.

In studying an area the Committee first determines, in cooperation with the City Plan Commission, if an area is likely to remain residential. It then determines if rehabilitation is feasible. If so, the Committee proposes a plan of public improvements and a plan for working with the area residents.

By showing the area residents what can be done and how they will benefit a great deal of cooperation is achieved — cooperation, which is vital to a really successful porgram. The Committee continues to assist the owners by working with mortgage bankers, home repair contractors, and other affected business groups.

To better acquaint these business groups with the program and to gain their special professional knowledge five of the nine members of the Committee are nominated by the Real Estate Board, the Dallas Bar Association, the Dallas Architects, the Mortgage Bankers, and the Home Builders Association.

This Committee provides professional assistance to the city government and residential areas in the fight to prevent blight in Dallas.

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NEW AND EXPANDING BUSINESS



Turtle Creek Village to Feature Studio Apartments

Turtle Creek Village, a secluded "township" of new apartment buildings, is being constructed in a wooded section on the south bank of Turtle Creek by Jerome J. Frank and Associates. Adjacent to the new Dallas Theater Center, between Lemmon and Blackburn streets, the Village, designed by Architect Howard R. Meyer, will provide 50 self-contained studio apartments with special features such as individual, fenced-in back yards, 16-foot cathedral ceilings and private walk-out balconies.

▸ First Bank and Trust of Richardson has opened in temporary quarters at 105 South Central Expressway, off Belt Line Road. Chairman of the new bank's board is Charles T. Boyle, vice-president and manager of North Texas Lumber Company. President of the bank is Charles W. Murphy, partner in the insurance and real-estate firm of Huffines-Murphy Company of Richardson. Eugene Geyer will manage the bank, with the titles of executive vice-president and director. And the vice-president and cashier is Maurice A. Tharp, Jr., previously vice-president of Industrial National Bank in Dallas. Initial capitalization is more than $500,000.

★

▸ General Colorcraft Company, a new firm specializing in offset printing, has located at 1312 Pace Street, Trinity Industrial District. The company also is equipped to handle letterpress work. The buff brick building has air-conditioned offices and the plant is served by truck docks. Off-street parking is provided. The lease was made through W. E. Killian, who owns the building.

★

▸ Brook Hollow Delivery, Inc., has opened at 9112 Sovereign Row in Brook Hollow Industrial District. The firm specializes in the pickup and delivery of large and small items. Warehouse facilities also are offered.

★

▸ Carter Communications Corporation is the new name of Carter Engineering Company, distributors of electronics communications equipment. The thirteen-year-old firm recently was incorporated under the new title.

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New and Expanding Business—

The Cleveland Container Company is now operating from its new plant located at 8330 Directors Row in Dallas' Brook Hollow Industrial District. Engaged in the manufacture of paper cores, combination paper and metal cans, this facility will serve all of the southwestern states. Sanders Campbell, of Campbell and Campbell, realtors, negotiated the lease, and J. L. Williams Construction Company erected the 30,000-square-foot building.

*

Ling-Temco Awarded Air Force Contract. Ling-Temco Electronics, Inc., has received a contract for approximately $6,000,000 to manufacture major components for the B-52H, the Air Force's newest manned missile-launching platforms.

The contract was received by the Temco Missiles and Aircraft Division from Boeing Airplane Company's Wichita Division, and extends work already in progress through the spring of 1962.

*

Chance Vought to Build Bomber Stabilizers. The Aeronautics Division of Chance Vought has received a multi-million-dollar contract from North American Aviation to construct the horizontal and vertical stabilizers for the new Air Force B-70 intercontinental three-times-the-speed-of-sound bomber.

Vought Aeronautics will produce a quantity of brazed panels for the B-70 under another contract with North American.

The contracts are expected to result in re-employment of some technicians in specialized manufacturing areas.

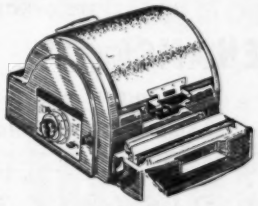
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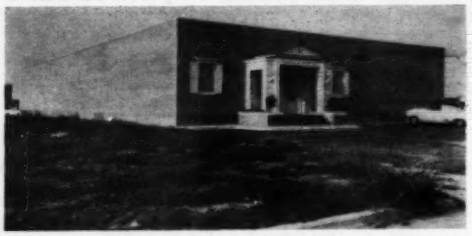
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APPOINTMENTS and PROMOTIONS

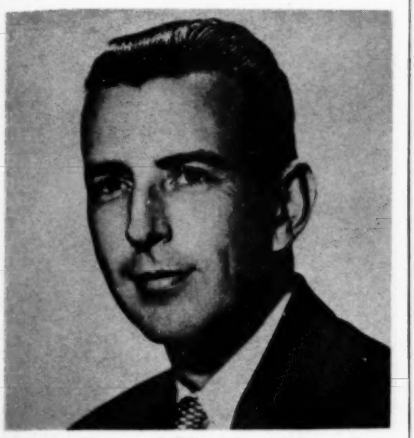


GEORGE H. SCOTT has been named to the new office of corporate director of industrial relations by Chance Vought Corporation. **N. B. MOLINARRO** has been named corporate labor relations director and **WAYNE F. COMER** will be staff assistant to Mr. Scott. **J. B. ANDRASKO** has been promoted to the post of industrial relations manager of the division. Mr. Scott will be responsible for providing policy direction, counseling and staff consultant services in all phases of industrial relations to the heads of all operating divisions and subsidiaries and their industrial relations managers.



L. B. WILCOX has been appointed district manager of Western Union Telegraph Company at Dallas. Previously division sales manager of the 8-state Gulf division (Texas, Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas and Louisiana), Mr. Wilcox has had a background of 35 years telegraph company service.

Appointments and Promotions—



ROBERT C. DUNLAP, JR. has been elected a vice president of Texas Instruments Incorporated. Mr. Dunlap will become operating head of the company's geosciences activities and will continue to serve as president of Geophysical Service, Inc., TI's wholly owned exploration subsidiary. Mr. Dunlap, a 1934 honor graduate of Southern Methodist University with degrees in geology and geography, has served as secretary-treasurer and president of the Society of Exploration Geophysicists and as president of the Dallas Geophysical Society. He also is a member of the American Association of Petroleum Geologists and the Dallas Geological Society.

In other Texas Instrument's appointments **ELBY MARTIN** was named marketing manager, advanced technologies, in central staff marketing. Mr. Martin will be responsible for marketing activities of TI's Central Research Laboratories and will coordinate the company's relations with agencies of the U.S. Government.

★

RICHARD A. GOODSON, Texas vice president and general manager of Southwestern Bell Telephone Company, has been named member of the Board of Directors of Dallas Federal Savings and Loan Association.

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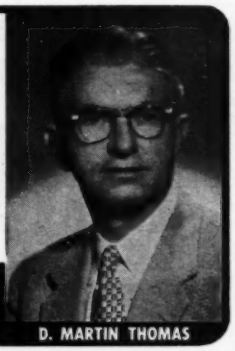
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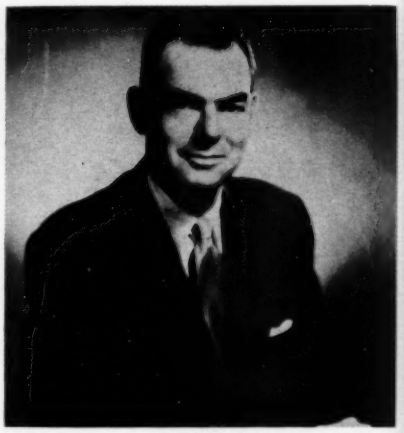


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Appointments and Promotions—


CHAMBERS

JOHN W. RUNYON has been elected chairman of the board and publisher of The Times Herald Printing Company, owner and operator of The Dallas Times Herald and KRLD. In other executive personnel changes, **JAMES F. CHAMBERS, JR.,** has been elected president, and **CLYDE W. REMBERT** has been named executive vice-president of the printing company and will continue as president of the KRLD division. **JOHN CAMPBELL** and **GEORGE S. JOHNSON** have been elected vice-presidents.



DANIEL M. BAILEY has been appointed executive vice-president of Southern Union Gas Company. Mr. Bailey is a graduate of the University of Oklahoma and attended the Harvard Graduate School of Business Administration. Prior to joining Southern Union, he was a vice-president of the Continental-Emsco Company of Dallas.

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Appointments and Promotions—



DR. G. M. MONROE has been elected president and chief executive officer of National Data Processing Corporation. **HERMAN L. PHILIPSON, JR.,** has been named chairman of the board. The new president, Dr. Monroe, was director of business planning for Chance Vought prior to his service as executive vice-president of National Data Processing.



DOYLE A. GRAHAM has been appointed general manager of the Baker Hotel. Mr. Graham attended Tulane University for two years and Georgia Tech for four years, where he received a B.S. degree in Hotel Administration. Before coming to Dallas, Mr. Graham was manager of the Galvez Hotel.

*

T. P. (DUKE) KORNAK has been named resident manager of Maple Terrace Apartments and Hotel Stoneleigh. Mr. Kornak came to Hotel Stoneleigh from Laredo where he managed Holiday Inn for the Hotel Operators, Inc. of Phoenix, Arizona. He is a graduate of the University of Houston in business administration.



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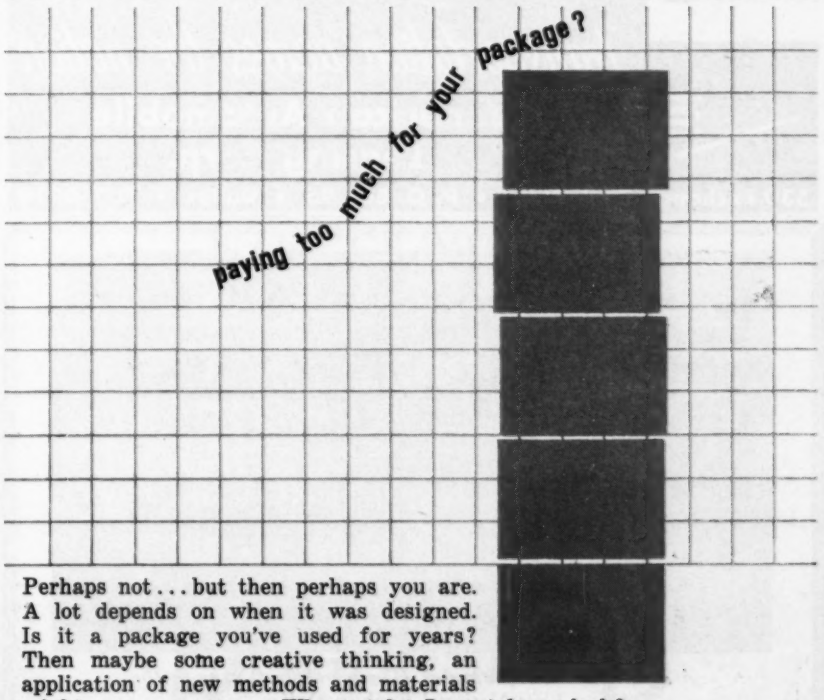
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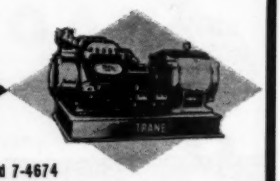
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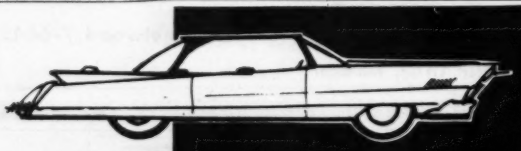
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Appointments and Promotions—



BRACK CARLETON

REX BRACK, who began his service with Braniff Airways as a traffic representative in 1944 and is currently vice-president, traffic and sales, has been elected a director of the company and a member of the board's executive committee. In addition, he was named a senior vice-president. In other changes, **CAPTAIN R. V. CARLETON,** who started with the company as a pilot in 1931, and who has been vice-president, operations, since 1954, has been elevated to senior vice-president. Braniff executives named as vice-presidents include **CAPTAIN DAN HUGHES, ROBERT H. BURCK, JR.,** and **JOSEPH R. HORTON. JACOB G. SORLIE** and **JACK SEAY** have been elected assistant vice-presidents.

Braniff also has advanced **CHASE WASON** to general sales manager and **L. J. (LEW) PRIESTER** to general traffic manager. Promotions in the passenger service department include **DON FRASER,** named manager of cabin service; **JIM PRIER,** manager of equipment catering, and **PETE HASSINGER,** manager of passenger service for Latin America.

GARRETT VAN BELLE has been appointed to the new position of manager of personnel administration for Braniff, and **TOM MALONEY** has been promoted to employment manager.

*

RAYMOND T. DEAN has been named public education director of the Dallas County unit of the American Cancer Society. Mr. Dean, who will supervise one of the cancer society's three main programs – education, research, and service – has had experience in this phase of the program with the Texas Division of the American Cancer Society in Austin. A native Texan, he was graduated from Sam Houston State College with a degree in journalism.

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Larry Cugini, Jr.	Katz Agency	Director, life agencies
George Davison	Don L. Baxter	Senior art director
Maris G. Fletcher	British-American Oil	Director, publications
Ray Glass	Don L. Baxter	Art director
C. Lynn Meek	Modern Talking Picture Service	Manager, film library
Norman W. Rau	Taylor-Norsworthy	Account executive
Daniel J. Slowe	Motorola	Radio communication representative
Raymond H. Stallings	Allstate Insurance	District sales manager
Lonnie Sutherland	United Bankers Life	Director, life agencies
Richard L. Taylor	Don L. Baxter	Media manager
George B. Wood	First Citizens Bank	Assistant vice president, auditor

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Dallas Pioneers



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1869 The Schoellkopf Company
Manufacturers and Wholesale Distributors

1872 Dallas Transit Company
City Bus Transportation

1875 First National Bank in Dallas
Banking

1878 National Bank of Commerce
Banking

1884 The Dorsey Company
Printers — Lithographers Stationers — Office Furniture

1889 J. W. Lindsley & Company
Real Estate and Insurance

1890 William S. Henson, Inc.
Advertising Printing

1893 Fleming & Sons, Inc.
Manufacturers — Paper and Paper Products

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store



THE tempo of Dallas public transport of less than a century ago, recalled in the above close-up of a Dallas' Mule Car, seems almost incredible in this Jet Age. Not until 1891 was this speed advanced by the first electric Dallas street cars. In 1926, seven small buses, seating 21 passengers each, ushered in the motor era when placed in service on "feeder lines." The history of Dallas' public transit goes back to the horse car days of 1872 and a series of consolidations that resulted in the formation of the Dallas Railway & Terminal Company. In 1955 the name was changed to the Dallas Transit Company. The magnitude of Dallas public transit today shows up in the record of 47,814,285 passengers carried during the past 12 months. Dallas Transit today operates a total of 485 vehicles. Its 405 buses traveled 12,286,759 miles during the past 12 months and its 80 electric trolley coaches traveled 2,104,260 miles during the same period. Present Dallas Transit total route mileage, end to end, is 290.3 miles. The initial horse car route from the first rail deopt to a downtown hotel has been extended to such diverse points as Lisbon and the White Rock Area.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1893 Sparkman-Brand Inc. *Morticians*
Originally, Loudermilk, Broussard and Miller

1896 Briggs-Weaver Machinery Co.
Industrial Machinery and Supplies

1902 Cullum & Boren
Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1898 Praetorian Mutual Life Ins. Co.
(Formerly The Praetorians)

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm Radio Patrol Service

1907 A. C. Horn & Company
Commercial and Structural Sheet Metal

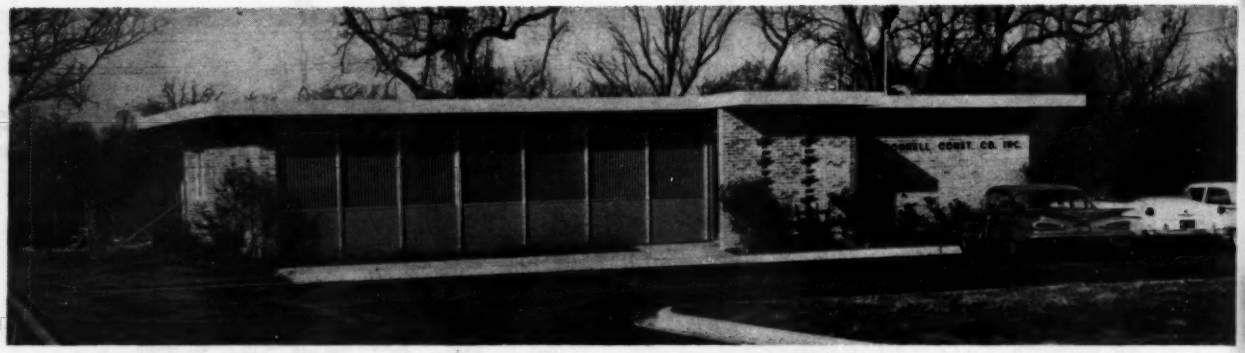
1907 Smith-Perry Electric Co.
Wholesale Electric Supplies

1908 Pure Ice & Cold Storage Co.
Cold Storage

1911 W. W. Overton & Co.
Investments

1914 Texas Employers Insurance Ass'n.
Workmen's Compensation Insurance

1915 Dallas County Physicians & Nurses Registry
Licensed and Bonded



CONNELL CONSTRUCTION CO., INC.
Selects AIR CONDITIONING *By*
GE WEATHERTRON

THE ALL-ELECTRIC HEAT PUMP

FOR THEIR NEW OFFICE HEADQUARTERS AT 10939 SHADY TRAIL

CONNELL CONSTRUCTION COMPANY has been building commercial structures for leading Texas business firms since 1945. Their many fine construction jobs in Dallas include the HOLLIDAY INN on Central Expressway; DALLAS AUTO CLUB on Central; BRANIFF 707 LOADING AREA at Love Field; TEXAS TESTING LABORATORIES on Good-Lattimer; RICH PLAN BUILDING in Great Southwest District; FIRST METHODIST CHURCH EDUCATIONAL BUILDING in Garland; ROWE MANUFACTURING COMPANY in Brookhollow; CALTO OIL COMPANY on Sherry Lane; DAN ROGERS ELEMENTARY SCHOOL; BROOKHOLLOW CAFETERIA; SWISS-ADAIR MEDICAL BUILDING and many others. TEXAS DISTRIBUTORS congratulates CONNELL CONSTRUCTION COMPANY on the completion and occupancy of their new office headquarters building on Shady Trail.

GENERAL ELECTRIC WEATHERTRON . . . the all-electric Heat Pump . . . cools without water, heats without flame and changes from cooling to heating or from heating to cooling automatically as the weather changes.

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Just listen to the rich, full-bodied tone of Seeburg's new background music — then compare its high fidelity with the thin sound of the old-fashioned systems. Hear the surprising low prices — for purchase or lease by small business or large plants — and again, compare. You'll agree there's **no** comparison — the "1000" is better music at a lower price.

Is it worth the few dollars? Ask around. Business men using Seeburg music know it boosts employee productivity, brings a feeling of alert well-being. There's a sweet sound of cash registers too. Government surveys prove that good background music calls forth a receptive mood in customers, a "buying" state of mind.

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S. H. Lynch Company
P.O. Box 3069
Dallas 21, Texas

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☐ I would like to receive more information about the Seeburg "1000".

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NAME OF BUSINESS _____

STREET ADDRESS _____

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